RUARY 25, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Iowans who "listen most" to WHO
consume 5 times more SOFT DRINKS
than those who listen most to any other station!
. . . there's 5 times as many of 'em!

RADIO can sell soft drinks—or anything else—*only* to people who *listen*. On that basis, *WHO can sell five times more merchandise than any other station heard in Iowa,* because 55.4% of the Iowa daytime audience "listens most" to WHO as compared with 10.7% for the *next* most popular station! Authority: The 1945 Iowa Radio Audience Survey.

Whatever type of audience you want to reach in Iowa —urban, village or farm—daytime or nighttime—WHO leads by tremendous margins. In none of those six cases is it less than 4.5 to 1. In one it is 6.6 to 1!

WHO has earned this preference, *and your business,* by giving the people of Iowa the best radio values in the State. We have invested the money, brains and effort to become and remain the *best station.* Ask us or Free & Peters for the proof—or check the net results with anybody in Iowa!

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* **J. O. Maland, *Mgr.***

FREE & PETERS, Inc., *National Representatives*

a market broadcast that is different . . three experts with "know-how" in their voices . . . help make Sioux City

The GROWINGEST livestock market in the Nation!

SIOUX CITY STOCK YARDS

Competition for a stockman's business is a rugged affair. WNAX entered this rough-and-tumble field, February, 1940, when the Sioux City Central Public Markets began a Monday thru Friday noon broadcast of livestock reports direct from the stockyards. This was the *first* broadcast ever to be sponsored by *all* interests, market agencies and stockyards company combined into a market news and educational program. It brought a revolutionary change in marketing procedure, the *FIRST* in seventy-five years. In 1941 a morning broadcast was added.

From 8th Place to 6th and Still Growing

In 1940, Sioux City had the eighth busiest stockyards in the nation. For six consecutive years the Sioux City stockyards has shown a consistent gain. *No other major livestock market has made such a gain.* Today it is *third*, as a source of stocker and feeder cattle, *fourth*, in total cattle receipts, *sixth*, in total livestock receipts.

Names . . . the only Gimmick on the Program

What makes this program a "barn burner"? It's the ability of three marketcasters to personalize this news with *names* . . of stockmen who have done business on the market that day. The descriptive information and price indicates to the listeners the trend of the market and allows them to make an estimation of the value of their stock. It's WNAX's sure-fire coverage of some five-million folks in North and South Dakota, Nebraska, Minnesota and Iowa. It's the close cooperation between the men at the Central Public Market and the WNAX program department . . . a cooperation that has producd a broadcast which gives a maximum of market news and information. The result is that more of these WNAX listeners bring their livestock to the Sioux City yards.

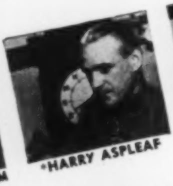
They By-Pass Closer Markets for Sioux City

Take it from the men at the Sioux City stockyards —WNAX has had a lot to do with making Sioux City the "Growingest market of them all." Mail on important stock issues, hundreds of stock yard studio visitors, and more important, hundreds who have come out of their way to market their stock in Sioux City.

If you are interested in putting some growth into your sales in the WNAX listening area better see your nearest Katz man.

One big reason the Sioux City Central Markets livestock report does such an outstanding job . . . well, it's the three men pictured at the left. (left to right Hart Jorgensen, Don Cunningham, Harry Aspleaf.) Each is an expert livestock man. Each has the kind of "know-how" in his voice that registers with most "show-me" breeders and feeders. And each can personalize his message so that the listener feels he is a definite part of the broadcast.

*DON CUNNINGHAM


*HARRY ASPLEAF

*HART JORGENSEN

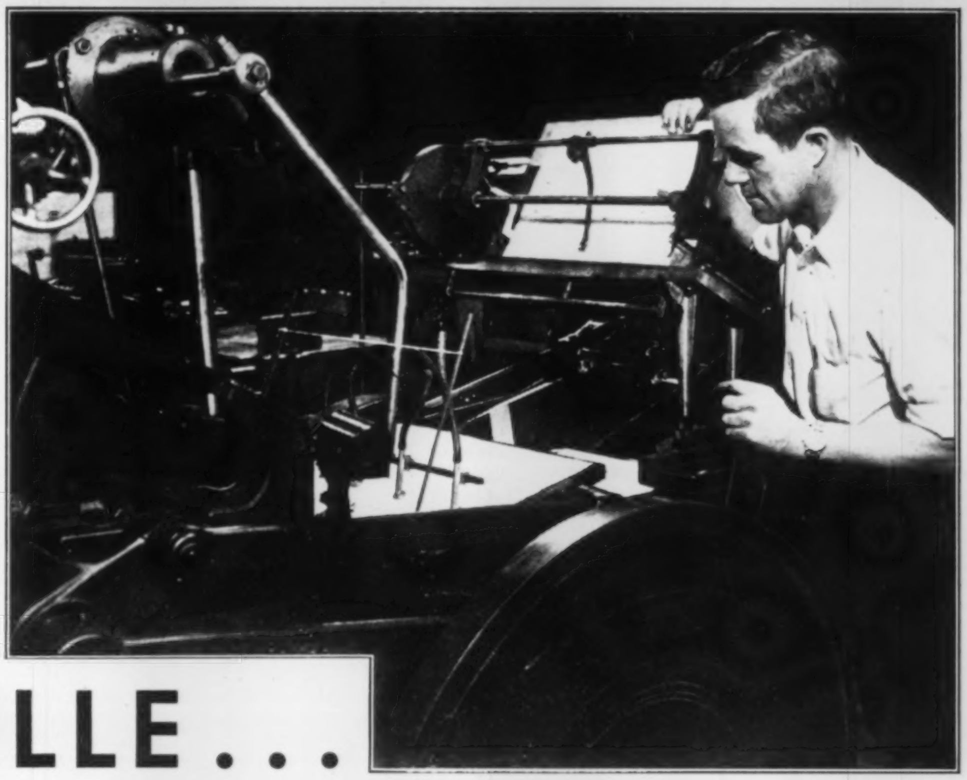
A Cowles Station

SIOUX CITY : YANKTON

Represented by the Katz Agency

WNAX

570 on the dial



NASHVILLE...
PRINTING center of the South

Books, magazines, religious literature and all forms of print roll from Nashville presses — adding ten million dollars yearly to the value of industrial products made in this area . . . Printing is one of many well-established industries whose skilled workers make this one of the nation's most stable market areas for consumer goods . . . Retail sales, before the war years were more than 35 million dollars annually, out of a spendable income of more than 800 million dollars . . . You will cover this rich sales area economically over WSIX.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three; Market, Coverage, Economy

5,000 WATTS
980 KILOCYCLES

Represented Nationally by
THE KATZ AGENCY, INC.

AMERICAN and MUTUAL

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BROADCASTING... at deadline

Closed Circuit

WITH SWITCH of Serutan Co., Jersey City, from Grant Adv. to Roy S. Durstine Inc., latter agency is expanding its radio department. Bergie Boe, former assistant radio director of MacFarland, Aveyard, New York, joins agency, and four additional people being added. Serutan account reported to have $3,000,000 radio appropriation.

WITH WAR'S end, world-renowned Irish Sweepstakes are being reinstated. Its operators are looking to American radio for commercially sponsored programs but probably will be turned down flat because of anti-lottery laws. Some possibility of using Mexican and possibly Canadian stations in hope of reaching American listeners.

NOW THAT Mrs. Dorothy Schiff Thackrey and her husband, Ted Thackrey, have acquired KMTR Los Angeles, as well as KYA San Francisco, new California major market hookup of two stations is seen. Don Fedderson, bright, aggressive young general manager of KYA and who had doubled in brass on KMTR even before FCC approval of transfer last week (see story this issue), will head both Coast stations. Thackreys, who publish *New York Post* and operate WLIB Brooklyn, have newspaper expansion plans and companion operations in California cities wouldn't be too surprising.

UPCOMING soon will be NAB appointments in several key jobs—labor relations head, engineering director and public relations director. Tenative selections have been made but are subject to review and confirmation by President Justin Miller and his Executive Advisory Committee.

NAB MAY not know it but new mail will bring it an important new member—WWJ Detroit. Harry Bannister, WWJ general manager, who walked out of 1941 NAB St. Louis convention when James Lawrence Fly, as FCC chairman, took his famed walk, is forwarding his membership application. WWJ management is sat-

(Continued on page 94)

Upcoming

Feb. 25: Second North American Regional Broadcasting Conference concludes, Washington.

Feb. 27: U. S. Chamber of Commerce subcommittee on advertising, Pennsylvania Hotel, New York.

March 11: FCC hearings in Boston before Comr. Durr on FM applications.

March 11: FCC hearings in Washington on FM applications.

March 14-15: Mutual board of directors quarterly meeting, New York.

Bulletins

WINSTON CHURCHILL will give first radio address of U. S. visit Feb. 26 on CBS, 11:15-30 a.m. EST, speaking on "Education" from Orange Bowl, Miami, where U of Miami will confer on him Doctor of Laws degree. Second broadcast will be March 15, 12:30-1 p.m. on ABC when New York City presents Mr. Churchill with keys to city.

AD REFRESHER COURSE

ADVERTISING and selling refresher course for veterans starts March 12, Tuesdays and Thursdays, at Ninth Regiment Armory in New York. Courses are made available by educational committee of The Advertising Club of New York, through facilities of Veterans Guidance in Advertising and Selling.

WQXR MUSIC AUDITIONS

WQXR NEW YORK will broadcast semi-finalists in competitive auditions for soloists for next year's New York Philharmonic-Symphonic Young People's Concerts, in series of 10 half-hour programs starting May 17. Of 10 musicians reaching semi-finals, five will be chosen as soloists with Symphony.

Business Briefly

BURTON BROWNE APPOINTED ● Burton Browne Advertising, Chicago, will handle campaign of American Phenolic Corp. (Amphenol), Chicago, in about 60 trade publications. Company manufactures coaxials and connectors, antennas, radio components and plastics for electronics. Bill Morrow will be account executive.

WILSONS FOR CHAMPAGNE ● Robinson-Lloyds Ltd., New York (Imperator champagne), will sponsor Earl Wilson, night club columnist of *New York Post* and Mrs. Wilson in a quarter-hour Saturday evening program on WLIB starting March 2 for 13 weeks. Contract includes 91 live spot announcements. Agency, Cowan & Dengler, New York.

JELLEFF SPONSORS FORUM ● Jelleff department store, Washington, sponsoring *Youth Takes a Stand* on WTOP Washington, 9:45-10 a.m. Saturday. Program is forum of students of white and Negro schools, from high school through college. Hazel Kenyon Markel produces, Ed Gallaher, moderator.

RELIGIOUS DRAMA ● Metropolitan Zionist Fund, New York, Feb. 24 began sponsoring transcribed series of 19 documentary dramatizations of people and life in Holy Land, *The Drama of Palestine* on WMCA New York, Sun. 10:45-11 a.m. Agency, Joshua S. Epstein Co., New York.

STROMBERG-CARLSON STARTS BIGGEST PROMOTION PROGRAM

BIGGEST advertising, sales promotion and public relations program in 52-year history of Stromberg-Carlson Co. is coming up.

Stanley H. Manson, public relations manager, says company's 1946-47 program is geared to support largest production quota of any peacetime period. Included are radio programs on WQXR New York and its FM outlet WQXQ, and on company-owned stations WHAM and WHFM Rochester. Company will use full-page ads in seven national magazines and space in 100 newspapers.

Parley Seeks to Avert Long Lines Strike

IN AN EFFORT to avert a suspension of telephone long lines operations, which would paralyze network service, conferences were arranged over weekend between Dept. of Labor officials, Federation of Long Line Workers and AT&T.

Most government offices were closed because of Washington's birthday, but U. S. Conciliation Service officials were on the job Friday to deal with threatened nationwide strike of telephone workers called for March 7. Howard Colvin, assistant conciliation director, told BROADCASTING conferences would be held immediately with union officials on general strike situation, with conference on long lines question scheduled to be held in New York.

Network operations continued uninterrupted during telephone strike in January, but John J. Moran, Federation president, indicated that if strike is carried out there may be complete blackout. "Radio news and wires will not be as good as they were in the last walkout Jan. 11-12," he said. "Many of the organizations that served such wires were not directly affected at that time. The telephone companies will have no one to maintain such wires this time."

A more optimistic view was taken by New York network officials who believed there would be little danger of interruption to service. The relatively few technicians needed to control network lines, they thought, could be supplied by telephone supervisory staffs who presumably would stay on job. Greatest danger would come from possible damages to lines by winter storms and difficulty in getting repairs.

Special events chiefs of networks expected that special pickups requiring new phone lines would be impossible. Regular news shows would probably continue. Press association leased wires might be maintained by nonstriking operators and engineers. There was no doubt that communications companies would give high operational priority to keep network lines open in event strike occurs.

Character . . . is the combination of qualities that distinguishes WWJ from all other radio stations. The esteem in which WWJ is held by the community and by the nation, is based on a pioneer spirit that has motivated each milestone of WWJ progress. As America's *first* commercial radio station, WWJ offers an impressive record of "firsts" . . . reflected in the influence exerted by WWJ's leadership, in the public interest and in the interest of advertisers.

Your sales message on WWJ is enhanced by the prestige achieved through 25 years of progressive broadcasting service.

AMERICA'S PIONEER BROADCASTING STATION—*First in Detroit*

***National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY**

WWJ

950 KILOCYCLES
5000 WATTS

NBC Basic Network
Associate FM Station WENA

OWNED AND OPERATED BY **THE DETROIT NEWS**

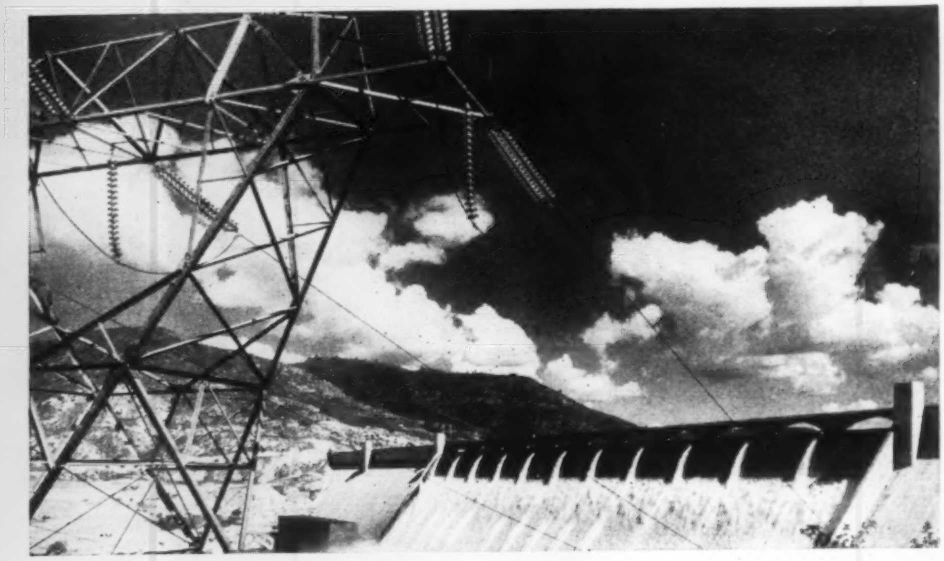
THE PACIFIC NORTHWEST MEANS . . .

KIRO

SEATTLE • TACOMA

ELECTRIFIED FARMS

More Than Twice The National Average



The farms of prosperous Washington State are 67.1% electrified! The national average is 32.6%. Domestic customers in Washington use an average of 2538 kilowatt hours annually—also more than double the national average of 1200 kilowatt hours. Washington's first farm power line was built in 1909—today, low-cost electricity heats incubators, burns stumps, operates sterilizers, churns and separators, and does many more chores around the farm and farm home. Washington farmers produce $500,000,000 annually—that's a wealthy market.

KIRO is the only 50,000 watt station in this rich market . . . it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.

SEATTLE
TACOMA
KIRO
The Friendly Station
SEATTLE, WASH.

THE PACIFIC NORTHWEST'S
MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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ROBERT K. RICHARDS, *Editorial Director*

Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Rufus Crater, Frank Bannister, Norma Pugliese, Adele Porter, Molly Jackson.

BUSINESS

MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Cleo Kathas.
AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION

BERNARD PLATT, *Circulation Manager*

David L. Ackerman, Dorothy Young, Herbert Hadley, Leslie Helm.

NEW YORK BUREAU

250 Park Ave. *PL*aza 5-8355

EDITORIAL: Bruce Robertson, *New York Editor;* Edwin H. James, *Asst. New York Editor;* Florence Small, Dorothy Macarow.

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU

360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

6000 Sunset Boulevard. *GL*adstone 7353.
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER CO

ONE always stands out . . .

. . . and in Philadelphia it's WFIL

In the beach, in the ballroom, or in broadcasting—one always stands out—one always will.

And speaking of broadcasting, with its programming, promotion and public service, you, of course, are familiar with the radio story in Philadelphia.

Advertisers seeking increased sales are turning to WFIL in ever increasing numbers. While in the homes, listeners, conscious of the steady parade of radio top names across the dial at "560", tune regularly to WFIL for their entertainment and information.

Get this "extra" in the Philadelphia market. Check now with WFIL, the ABC affiliate in Philadelphia, or the Katz Agency in New York.

PHILADELPHIA WFIL 560 . . .

AFFILIATE OF AMERICAN BROADCASTING COMPANY

In Philadelphia WFIL means PROGRESS and PUBLIC SERVICE

Represented Nationally
by THE KATZ AGENCY

THE PACIFIC COAST IS

BIG

Only Don Lee covers it all

THE NATION'S GREATEST REGIONAL NETWORK

D

BRO

***Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located— only Don Lee covers the OUTSIDE as well as the INSIDE half... A C. E. Hooper 276,019 coincidental telephone call survey proves it.**

The Pacific Coast is a BIG market... any way you look at it. It extends from Mexico to Canada a distance of 1,352 miles—contains over 11 million people—spends more than 8 billion dollars a year in retail sales.

The Pacific Coast's 8 billions are spent *half *inside* and half *outside*. All networks thoroughly cover the *inside* but only Don Lee completely covers the *outside* half, or the Pacific Coast customers that spend 4 of the total eight billions.

Only with Don Lee as your network can you cover *all* the Pacific Coast by radio—for Don Lee has 39 stations. The other three networks have only 28 stations combined.

A 7- 8- or 13-station network cannot (and does not) cover the BIG Pacific Coast. Buy the only network BIG enough (39 stations) to cover it *all:* DON LEE! More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, PRESIDENT
LEWIS ALLEN WEISS, VICE-PRESIDENT & GEN. MGR.
SYDNEY GAYNOR, GENERAL SALES MANAGER
5515 MELROSE AVENUE, HOLLYWOOD 38 CALIF. ✶ REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Continuous
PUBLIC SERVICE IN LINCOLN MEANS

KFOR

Yes, KFOR broadcasts more special programs in the public interest of direct concern to the Lincoln trade area than any other station. That's because it's the ONLY station whose first concern is serving Lincoln, Nebraska's second market.

This CONTINUOUS campaign is no hit-and-miss affair. It's well planned by a special events department that knows its business from long experience — and it's facilitated mechanically by a wire recorder, mobile unit, ET equipment and plenty of permanent strategically located lines.

CONTINUOUS public interest pays off for us because people in the Lincoln trade area know they can depend on KFOR to keep them informed and entertained.

Represented by Edward Petry Co., Inc.

KFOR
"Nebraska's Capital City Station"
LINCOLN Nebraska
GORDON GRAY General Mgr
MELVIN DRAKE, Station Mgr
BASIC AMERICAN; MUTUAL NETWORKS

Feature of the Week

TELEVISION HISTORY was in the making in the projection room of WBKB Chicago when Tom Kelly, cartoonist-conservationist of Milwaukee, recently stepped before his easel and opened an illustrated lecture on soil and water conservation.

The first telecast made by a representative of the U. S. Soil Conservation Service was on for 18 minutes, while the skillful artist used his crayons to drive home the importance of the project. A potential 400 home receiving set owners in WBKB's territory saw and heard the program.

City audiences are as greatly interested as farmers. Within the near future Mr. Kelly is scheduled to return to WBKB with a new program explaining why farmers should abandon the straight row up and down hill to plow on the contour; why they should grow strips of meadow between cultivated crops on sloping land and why they should terrace slopes into gentle, contoured ridges.

Mr. Kelly and his sketch

Mr. Kelly represents the U. S. Soil Conservation Service in eight midwestern states. He has given more than 4,000 illustrated talks on conservation in the past 13 years, the first 12 of which were spent with the Minnesota Dept. of Conservation. Prior to that time he spent 20 years as a newspaper cartoonist in Minneapolis and St. Louis.

Sellers of Sales

LIKE a great many other account executives, DeWitt Mower, of Mutual's Chicago office, was educated for anything but radio.

A graduate of Wharton School of Finance, U. of Pennsylvania, class of '32, "Dee" started his business career selling refrigerators in the "Injun country" of Oklahoma via streamlined trailer. Peddling mechanical ice-boxes (before wartime priorities) brought Dee to the attention of GE officials in his home town of Schenectady and he returned to try his hand in the accounting department. Acting on Father Mower's advice, he resigned to go into banking, and, as a side-line, booked bands into local nighteries.

DEWITT

His first radio job came when he joined Trans-American Broadcasting Co., under the aegis of John W. Clark, one of the pioneer organizers of WLW Cincinnati. Convinced that Schenectady was big enough for more than one radio station (WGY), he organized the Citizens Broadcasting Co., but unfortunately the FCC didn't agree and he failed to obtain a license.

In 1938 Dee became manager of Trans-American's Chicago office. He remained until 1940, when he was transferred to New York. Two years later he resigned to join the Civil Engineer Corps of the U. S. Navy as a civilian employe. In 1943 Dee gravitated back to radio, returning to Chicago as a salesman for WOR New York.

Mr. Mower stayed with WOR until 1945 when Edgar Kobak, whom he had called on while representing Trans-American, asked him how he'd like to join Mutual's Chicago office. Inasmuch as Mr. Kobak had already done him one very great favor (extending his blessing when Dee informed him he was marrying one of the secretaries in his sales department, the former Margot Buss), Dee was happy to accept.

Dee's accounts include Seven-Up, Quaker Oats (which he sold recently after spending almost a year in Donald Stuart's anteroom), P&G for *Queen*, and Kellogg. He also services Barbasol and Van Camp for the New York office. He has just landed Quaker Oats (*Those Websters*) and Cole Milling (*Smilin' Ed McConnel*) in the short space of one week.

Apart from his Mutual duties, which keep him thumbing through railroad time-tables most of the time, his principal interests are his wife and daughter, Marcia Ellen, 3. Dee swings a wicked mashie-niblick, takes in baseball and football games and plays bridge.

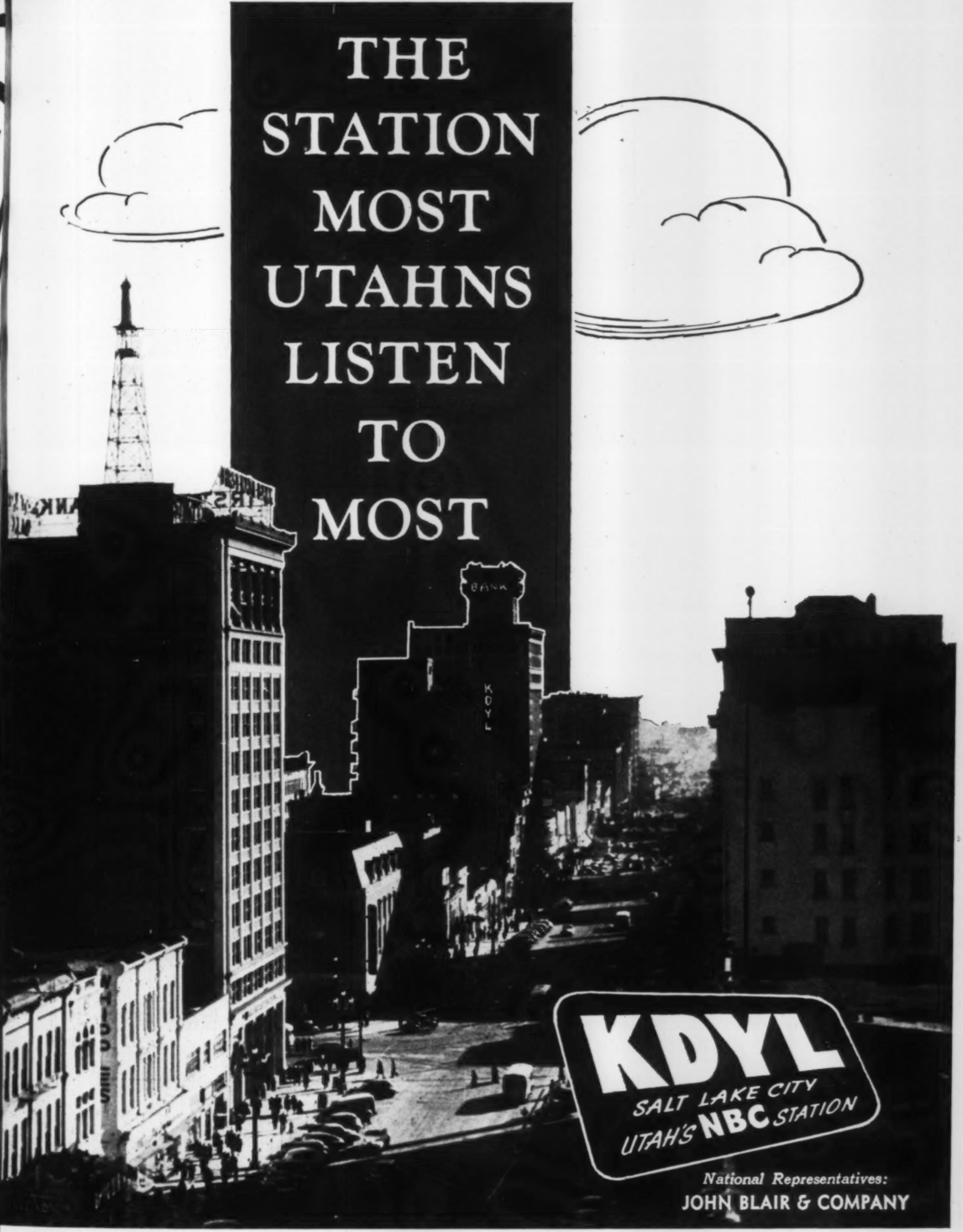
NBC BASIC STATION
YOU SELL WITH
WDEL
WILMINGTON DELAWARE

For sure returns on your advertising—investigate this station which covers the prosperous industrial and agricultural area comprised of: Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS DAY AND NIGHT

Represented by
RAYMER

THE STATION MOST UTAHNS LISTEN TO MOST



A portion of Salt Lake City's business district looking south from the famed Temple Square

KDYL
SALT LAKE CITY
UTAH'S **NBC** STATION

National Representatives:
JOHN BLAIR & COMPANY

What makes WNBT the best media buy in Television today?

NBC producers, writers, crews, technicians and engineers have proved they know show business, stagecra and television technique. They are backed by th

ke Television PRODUCTION?

longest continuous, practical experience and the finest broadcasting facilities in television.

Whatever your requirements—whether you produce your own shows with NBC experts . . . whether your ideas are developed and produced by NBC . . . or whether you sponsor programs built and broadcast by NBC—WNBT offers short-cuts and economies made possible by its planning and production experience.

A TELEVISION PRODUCTION is *made* when good material is given imaginative, expert treatment by men who *know* television. A few examples of acknowledged excellence in television production are NBC's presentations "Another Language," "Front Page," "Winterset," "Abe Lincoln in Illinois" and "You Can't Take It With You"—great material, obviously. Given dextrous interpretation, experienced adaptation and the advantages of NBC's television facilities, these presentations couldn't miss being fine television productions.

NBC TELEVISION

WNBT NEW YORK

NATIONAL BROADCASTING COMPANY

A SERVICE OF RADIO CORPORATION OF AMERICA

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVIC

CHAIRMAN OF THE BOARD
Four years, University School of Cleveland
One year, University of Pennsylvania
Three years, Aubrey & Moore, Inc.
Two years, Forbes Magazine
Two years, National Radio Advertising, Inc.
Founded Free & Peters, May, 1932

Don't look now, but it's

JAMES L. FREE!

As corporate lives go, thirteen or fourteen years certainly isn't a long time — but in the business of radio-station representation, Free & Peters' years since 1932 are enough to make us one of the two very earliest pioneers in the world!

Not that we're proud only of being "pioneers." The main point is that our long experience in radio — an industry which, as a factor in advertising, is hardly older than ourselves — has given Free & Peters some additional value *to you.* It means that we automatically throw out a lot of clap-trap that we otherwise might think worthy of your time and money. It means that we more easily recognize the things that *are* worthy of your consideration. It means that we have more age and wisdom (and, yes — financial resources, too) with which to serve you. . . .

And those are at least some of the things that must have always appealed to you agencies and advertisers, about our group of pioneer radio-station representatives. Or else we couldn't have survived, to *continue* our pioneering, since 1932.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SHENANDOAH	KMA
SYRACUSE	WFBL
TULSA	KTUL

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
DETROIT: *645 Griswold St.* Cadillac 1880
SAN FRANCISCO: *58 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING

VOL. 30, NO. 8 WASHINGTON, D. C., FEBRUARY 25, 1946 $5.00 A YEAR—15c A COPY

Anti-AFM Bill To Senate After House Vote

Petrillo Torpedoed 222-43; Support Given Lea

(Text of Lea bill on page 83)

PENT-UP wrath of an embattled House descended upon AFM Czar James C. Petrillo last Thursday with the overwhelming approval of the Lea bill (HR-5117) to outlaw Petrillo-invoked excesses against radio.

Coming as a prelude to the opening of "exploratory" conferences between committees representing the AFM and NAB scheduled for April 8, the House action, if concurred in by the Senate, would make those sessions innocuous. The measure would eliminate unnecessary standbys and the paying of tribute for recordings or transcriptions and would otherwise outlaw featherbedding and made-work requirements which long have plagued radio under the Petrillo lash.

Not even the most optimistic opponents of Petrillo expected the 222 to 43 vote in favor of the Lea bill sponsored by Chairman Clarence F. Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee. Labor "legislative representatives" had worked overtime in their efforts to defeat the measure, but public and congressional sentiment aroused by the Petrillo excesses of the last half-dozen years was reflected in the determination to teach Petrillo and, inferentially, all labor, an object lesson. It was Petrillo who had defied the President, Government war agencies, Congress and all comers and had won, hiding behind the protection given him by existing statutes.

Not A Kind Word

Not in more years than the average member can remember has the House so risen in its wrath to cut one man down to size. Four hours of stormy debate were marked by applause and cheers when the name of the AFM dictator was mentioned critically.

Strangely not one Congressman —not even AFM friends who opposed the bill—dared venture the slightest word of defense on behalf of "Caesar" as he was repeatedly termed. The bulwark of the AFM cause, Rep. Marcantonio (AL-N. Y.), in his violent efforts to pull teeth out of the bill, never once offered a kind word on behalf of the man he was protecting except to blame newspaper propaganda for the whole Petrillo mess.

Next legislative step normally would be appointment by House and Senate of a conference committee to take up the Lea bill which became a revised version of the Senate-approved Vandenberg bill (S-63). House conferees will endeavor to persuade the conference to adopt the Lea measure, a broad bill protecting broadcasters and the public from Petrillo and the AFM. The Vandenberg bill merely covers educational and non-profit institutions and was based on Petrillo's ban against broadcasting from the Interlochen camp in Michigan.

Come Up for Passage

Whatever bill the conferees adopt then will come up for final passage by House and Senate. While the Senate is expected to offer more resistance than the House, Senators are said to have been deeply impressed by the spontaneous eruption of anti-Petrillo sentiment on the other side of the Capitol.

Senate action on the bill is possible this week. Four steps can be taken: First, the Senate can accept the House-amended bill, in which case it goes to the President; second, the Senate can discuss the House amendments, and in turn amend them in which case a conference with the House would be necessary; third, the Senate can refer the bill to the Interstate Commerce Committee for recommendation; fourth, it can disagree to the House amendments and ask a conference.

Fourth course is considered the one most likely to be taken. Conferees would come from the Senate Interstate Commerce Committee and House Interstate & Foreign Commerce Committee, which passed the original bills.

Four amendments were agreed to. One by Chairman Lea cut the penalty from a felony (up to two years in prison, $5,000 fine) to a misdemeanor (up to one year, $1,000). It was sponsored by the Committee. The others were of a minor nature.

While the Lea bill concededly was aimed at Petrillo, it was repeatedly explained that the House reaction to his methods symbolized a revulsion to the lower elements in unionism and their methods of bleeding industries through misuse of the right to strike.

Chairman Lea quoted the House legislative counsel that the bill does not interfere with the strike right.

Nearly a score of leaders on both sides of the House took part in the argument on behalf of the bill, with half that number opposing it or endeavoring to insert crippling amendments. Among Democrats who spoke for its passage were Lea, McCormack (Mass., majority leader), Cox (Ga.), Bulwinkle (N. C.), Smith (Va.), Cooley (N. C.), Harris (Ark.), Boren (Okla.), May (Ky.), Bryson (S. C.), Holifield (Cal.). Republican proponents were Michener (Mich.), Brown (O.), Dondero (Mich.), Engel (Mich.), Reece (Tenn.), Hall (N. Y.), Robsion (Ky.), Case (S. D.).

Democrats opposing the bill or seeking to weaken it were: Celler (N. Y.), Rabin (N. Y.), Patrick (Ala., a former announcer), Sabath (Ill.), Gallagher (Minn.), and Marcantonio (AL-N. Y.), Republican

(Continued on page 82)

Cuba-U.S. Agreement Near at NARBA

Compromise Is Expected To Avert Possible Channel War

FINAL OUTCOME of the Second North American Regional Broadcasting Conference in Washington still was undetermined late last week as the conference was scheduled to go into its fourth week.

A plenary session was called for today (Feb. 25) and the chances were better than even that the delegates would reach a unanimous accord. Thus a potential frequency war between Cuba and the other North American Regional countries would be averted. Cuba on Wednesday night had announced, through Dr. Luis Machado, vice chairman of her delegation, that she would not sign the proposed two-year interim agreement.

It was an "in again, out again, back again, gone again Finnegan" affair last week as delegates parried direct demands with counterproposals in efforts to reach an agreement. Cuba made an accord with Canada for the use of three Canadian I-A clear channels and with Mexico for the use of one.

Cuba wanted use of eight U.S. I-A channels, including 640 kc, and eight regionals. The U.S. offered use of three clears and five regionals. Cuba rejected the compromise.

When the Juridical Committee met in joint session Thursday night with the Drafting Committee to draw up the proposed interim agreement, Dr. Machado tendered his resignation as chairman of the Juridical Committee. At the unanimous insistence of other delegates, however, he retained the chair and announced that while Cuba would not participate further, her delegates would remain until the conference closed.

Following a series of informal sessions which lasted until 3 p.m. Thursday, when a plenary session was called, FCC Commissioner E. K. Jett, conference chairman and head of the U.S. delegation, announced that the final plenary meeting would be held today. Earlier plans were to conclude the conference Thursday with a plenary assembly at 3 p.m.

"I am happy to announce that we still may be able to reach unanimous agreement on the questions which heretofore could not be re-

(Continued on page 78)

NARBA Conference Developments—

1. Cuba insisted on use of five U.S. clear channels and eight regionals; U.S. offered three clears and five regionals; offer rejected.
2. Cuba announced that on March 30 no treaty would exist, inasmuch as she would not sign; notified Bahamas that on March 30 Cuba would use 640 kc.
3. Efforts to reach compromise apparently failing, Juridical and Drafting Committees drew up two-year interim agreement replacing NARBA on March 29, setting Third North American Regional Broadcasting Conference for September 15, 1947, in Canada.
4. Mexican delegates worked all night Wednesday on translation of interim agreement into Spanish for final plenary session and signing of document by all nations except Cuba on Thursday.
5. At Thursday's plenary session Chairman E. K. Jett announced an accord appeared near, final session postponed until Monday.

FCC to Probe Option Time; Don Lee Hearing Designated

IN AN UNPRECEDENTED action, the FCC last Monday announced that it will soon undertake an inquiry into possible violations of the rule limiting time optioned from affiliates for network programs.

The Commission's action involved the Don Lee Broadcasting System, largest regional network. Hearings were designated on license renewal applications of two of the network's owned stations—KGB San Diego and KDB Santa Barbara. The company was also directed to file within 30 days for renewal of its three other stations—KFRC San Francisco, KHJ Los Angeles and KHJ-FM Los Angeles.

Letter to Network

In a letter under date of Feb. 15, the Commission notified the network:

"It appears upon examination of the files of several of your affiliated stations that you have been indulging in practices which may be in violation of the provisions of the Commission's regulation 3.104 relative to network option time, both in failing to give your affiliates the 56-days' notice of the exercise of your option which is required by the said regulation, and in compelling your affiliates to option to you more than the permissible maximum number of hours in each segment of the broadcast day.

"Accordingly, the Commission has today designated for hearing upon issues to be specified the pending applications for renewal of your licenses for the operation of station KGB at San Diego and station KDB at Santa Barbara. You are directed, also, pursuant to the provisions of sections 1.362 and 3.220 of the Commission's rules and regulations, to file within 30 days from the date of this letter applications for renewal of your present licenses for the operation of station KFRC at San Francisco and stations KHJ and KHJ-FM at Los Angeles."

The Commission's action followed testimony received at recent standard broadcast hearings before Commissioner Clifford J. Durr in San Diego in which the application of KGB for an increase in power from 1 kw to 5 kw was heard. However, the Commission is known to have been studying network affiliation contracts for some time.

Don Lee serves as the West Coast contractor for the Mutual network. While the Commission did not spell out the nature of the possible time violations, it was believed that the Don Lee practice of optioning several hours for its regional operation beyond the Mutual nationwide network requirements motivated the decision to conduct the inquiry.

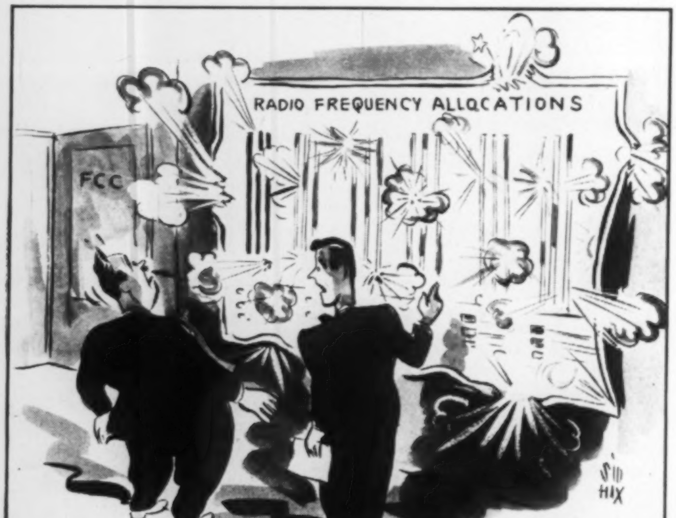
Time Regulation

The Commission's designation for hearing of stations owned by the network rather than the network itself was apparently based on the language of regulation 3.104 regarding option time. While not desiring to formulate an interpretation of the rule in advance of the hearings, a Commission official suggested that the enforcement agency would indeed be put in an "anomalous position" if the option time regulation applied to affiliates but not to owned stations of a network.

Regulation 3.104 reads:

> No license shall be granted to a standard broadcast station which options for network programs any time subject to

(*Continued on page 85*)



Drawn for BROADCASTING by Sid Hix

"Well, it's been acting strangely for about a month now!"

DON'T SAY IT WASN'T FUN

IN HIS first semester as chairman of the FCC, Paul A. Porter—a champion raconteur in a city that is noted for its quipmasters—chalked up many memorable remarks which will bring chuckles to broadcasters for generations. Among them:

If 112 mc will reach the moon, 108 ought to reach the American farmer.

You can put a sound up to the moon, but Petrillo would want to charge for the echo.

The UNO says we can share each other's atom secrets. But Petrillo says we can't share each other's music.

The question is not whether radio is here to stay but whether the listener is here to stay.

My father moved to Kentucky from Missouri when I was three months old because he didn't like the way Missouri water mixed with Kentucky bourbon.

The book that had the most influence on my life was my bank book.

Are we to assign a license on the basis of the length of the tail on a coonskin cap?

Communications will share more of the burden of reconversion than anyone ever thought Petrillo and God would.

A cultural program is one that you seldom hear.

Television is like a bowl of peanuts on a bar. You can't keep your fingers out of it.

That's like the Kentucky editors I know. They determine what side they were going to be on, knowing that whichever it was they were going to be bitter.

Before taking off on an inspection flight with fellow-commissioners: "If this plane crashes, the art of radio will be advanced 25 years."

Eastman Starts Initial Use of National Spots

EASTMAN KODAK Co., Rochester, N. Y., has embarked on a station break campaign of weather forecasts that, if present plans materialize, may become as ubiquitous and continuous as the Bulova watch time signals.

In the last few weeks the company's agency, J. Walter Thompson Co., New York, has begun to buy station breaks in the best evening spot obtainable on a seven-days-a-week basis to broadcast forecasts on tomorrow's weather through courtesy of Eastman. Idea, developed some years ago and shelved during the wartime era of no weather broadcasting, is that plans for taking pictures are largely dependent on the weather, so that it is natural for the maker of cameras and film to give the users of them that information.

Campaign is getting under way on about a dozen stations but plans call for expansion nationally as rapidly as desirable time can be secured. The campaign, Eastman's first venture into national spot radio, is being heavily merchandised, including recorded demonstrations by Kodak salesmen to dealers.

Celanese Test

CELANESE CORP. OF AMERICA, New York, starts sponsorship of a quarter-hour transcribed show titled *Fashions & Fabrics*, featuring Marie Woodward, fashion and fabric expert, three times weekly 9:30-45 a.m. starting March 11 on WSB Atlanta. Contract for 13 weeks was placed through Young & Rubicam, New York. Show may be put on network.

Fur Schedule

SHELDON EXCLUSIVE Furriers, Chicago, has renewed present schedule on WAAF WIND WGES Chicago and plans to add more stations in near future. Agency is Lieber Adv., Chicago.

Plans 200

COLGATE-PALMOLIVE-PEET CO., Jersey City, March 4 starts a 52 week spot campaign for Veto (a deodorant) on approximately 200 stations. Agency is Ted Bates Inc., New York. Ralph Robertson, of Colgate and Ed Small, media director of Ted Bates, currently are touring country for available spots.

Squibb Time

FIFTEEN YEAR contract, longest term in radio history, has been signed between E. R. Squibb & Sons, New York, and the Academy of Motion Picture Arts and Sciences for a dramatic half hour series titled *Academy Awards Theatre*. Program on March 30 goes into time vacated by the Helen Hayes show sponsored by Textron, Saturdays, 7-7:30 p.m. (EST) on CBS. Format will feature stars and stories that have won the Academy Award in previous years and also those nominated. Contract was signed by B. B. Geyer, president of, Geyer Cornell & Newell, New York, agency of E. R. Squibb, and Jean Hersholt representing the Academy.

Radio Gives Biggest Value Per Dollar

Figures Prove Case For Air Against Other Media

By J. FRANK BEATTY

(See editorial on page 50)

RADIO can take an advertising message to the public cheaper than magazines or newspapers!

This contention, made before the Media Men's Assn. of New York, aroused enthusiastic praise . . . and some pot shots from the sidelines. The criticism was accepted as good-natured until wide publicity was given observations by Arno H. Johnson, director of media and research for J. Walter Thompson Co., one of the leading radio-buying agencies.

Mr. Johnson's remarks were given what he views as a twist in emphasis, he informed Linnea Nelson, chief timebuyer of J. Walter Thompson, Co., in a memorandum to her explaining his criticism.

To clear up the muddled situation, BROADCASTING offers a detailed version of the NAB presentation to the Media Men's Assn. Titled "How Much for How Many?", it was prepared after insistent requests by the media group, which had heard claims for newspapers, magazines and by the Hearst publications as a group. The media presentation was made Jan. 9 by Charles H. Smith, market research counsel for the CBS network sales department [BROADCASTING, Jan. 14]. It was prepared by Frank E. Pellegrin, NAB director of broadcast advertising, in cooperation with the research departments of NAB, NBC and CBS.

Next week Mr. Johnson's criticism, as outlined in his memorandum to Miss Nelson, will be presented, along with comments by Mr. Pellegrin.

NETWORK radio can deliver the advertiser's message, via a half-hour evening program, into 1,000 homes for an average cost of $5.30, or $1 per 189 families.

Newspaper ads of 650 lines reach 1,000 homes for $8.28, or $1 per 122 families—55% more expensive than radio.

Full-page ads in national weekly magazines reach 1,000 homes for $8.75, or $1 per 114 families; 65% above the cost of radio.

Full-page ads in leading women's magazines reach 1,000 homes for $7.20, or $1 per 139 families; 36% more expensive than radio.

These figures are submitted as only one of the ingredients which are part of any decision as to which medium should be used. They endeavor to show how much it costs an advertiser to reach people by radio, magazines and newspapers. They are not concerned with other important ingredients which are part of any medium study, such as policy, objective, product, market—and especially, relative impact of each medium. They only cover cost of transporting the message.

Advertising Dollar Trends

Redistribution of the national advertising dollar has occurred in the last decade (see chart), with two trends shown. First, radio has moved ahead steadily; second, advertisers have put increasing portions of their major media expenditures into radio.

Radio has gone up from $68,000,000 in 1935 to $272,000,000 in 1944; from 17% of the advertisers budget in 1935 to over 33% in 1944. Magazine expenditures have risen from $121,000,000 to $275,000,000, to from 31% to 34%. Newspapers have risen from $167,000,000 to $216,000,000 but have dropped from 43% to 26% in share-of-budget.

Differences in relative impact, in memorability, in length of message available (and thus in total of listener or reader attention), and differences inherent in the distribution of the three media have been factors in the trends. The paper shortage also played a part, but the trend was there before the war-created paper problem arose.

Transportation costs show how many dollars are required to get an advertising message from the factory into the home. They do not show what happens afterward.

By confining inter-media comparisons to the transportation cost factor, the bromide about impossibility of comparing apples and oranges is avoided, since the dissimilar media themselves are not matched for impact copy effectiveness, or type of family reached or other market and distribution elements.

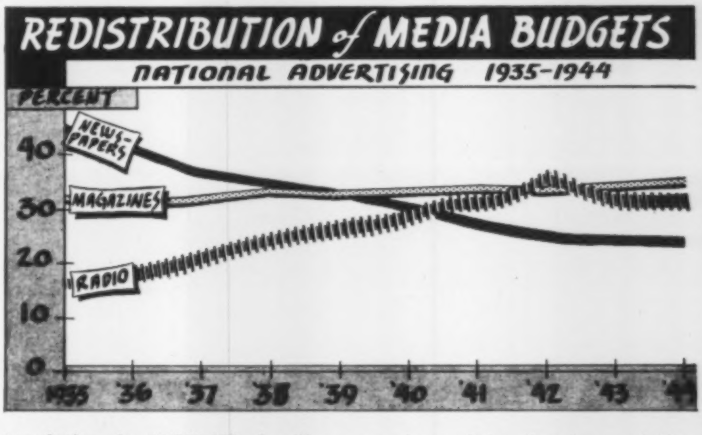
Instead the study compares people and people, dollars and dollars — comparisons accepted by statisticians and market analysts. What the advertiser does after he has attracted the attention of these families falls within his area of judgment.

The comparisons are based on averages because averages by their very nature represent normal opportunity. They discount genius, modify freak performance and make allowances for errors of application.

What are the gross potentials of a radio program broadcast over a major network and a newspaper campaign?

A major network has a circulation of 28,135,000—the number of families who, with known frequency, listen to the network.

The circulation of 128 English language evening newspapers in the 92 U. S. cities of over 100,000 population is 19,900,000 families. (Evening papers were selected as the family papers that go into the home alongside evening network programs. Cities over 100,000 were selected because they are the cities in which the newspaper buy is most economical, where the milline rate is lowest and where circulation between forced combinations is at a minimum, though even this list includes over 20 forced combinations.)



Newspaper Survey

The figures of 28,135,000 and 19,900,000 represent the number of families who could, if they would, hear the program or read the ad—the total opportunity of the advertising message.

How many of these families are *actually reached* by an advertisement in each of the two media?

Ratings in the 32 cities surveyed by Hooper show that the minute-by-minute listening to the average evening NBC and CBS half-hour program for the year ended September 1945 was 10.6. Projected against the total potential of 28,135,000 families, the average number of families reached by network radio is 2,982,510.

The Continuing Study of Newspaper Reading for newspaper ads of 500 to 800 lines measured in over 80 cities shows an average noting—seeing some part of the advertisement—of 16% (this figure is used by the Assn. of National Newspaper Representatives). Projected against the 19,000,000 circulation, the average national newspapers reached 3,184,220 families.

(The space unit of 500-800 lines is used by the newspaper representatives in presenting their case; it permits use of about the same amount of copy as a half-hour evening program allows for commercials. It fits in with the ground rules set up by the newspapers in comparing these ads with evening half-hours in radio. The Hooper 10.6 figure is conservative for radio since listening in many cities not measured by Hooper is far above the figure and would raise the average if included.)

That's the "how many" of radio and newspapers. How much did these families cost the advertiser?

The average half-hour evening radio program costs about $16,000, $10,500 for the time and $5,500 for talent.

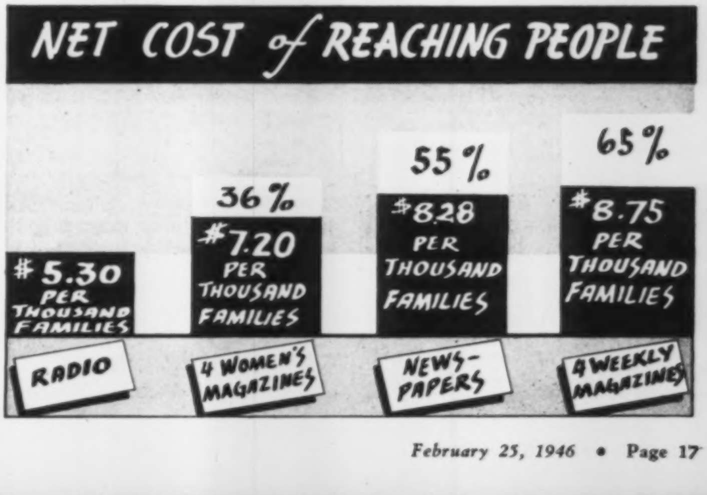
The cost for the newspaper space is $26,377. (This is open rate.)

Dividing the number of families delivered into the cost of reaching them gives these figures (see chart):

$5.30 per thousand families actually delivered during the average minute of the 30-minute evening network broadcast.

$8.28 per thousand families

(Continued on page 38)



Truman Urged to Name Porter Successor

Retiring FCC Chief Confirmed For OPA Post

By SOL TAISHOFF

IN THE Washington tradition, political forces were at work last week—even before the vacancy officially existed—to goad President Truman into making a new appointment to the FCC as the replacement for Chairman Paul A. Porter.

The name of Burke Clements, chairman of the Industrial Accident Board of Montana, and a staunch adherent of Sen. Wheeler (D-Mont.), was the first to be advanced. Senator Wheeler proposed the appointment to the President in a conversation earlier in the week.

Mr. Porter, confirmed by the Senate last Thursday in record-breaking time, was prepared to tender his resignation as FCC chairman promptly—possibly today. Then, it is expected, he will be sworn in forthwith as OPA administrator, succeeding Chester Bowles, who moves up a notch in the stabilization structure.

Denny to Take Over

Charles R. Denny Jr., who was to return today from a hearing tour, followed by a brief vacation at Sea Island, Ga., was to take over promptly as acting chairman by Presidential instruction. Whether the 33-year-old commissioner will succeed to the full chairmanship remained conjectural. Generally, it was felt he would be "on trial" for a while.

Moreover, it was evident that the FCC chairmanship — a political plum and one of the most influential assignments in the Federal establishment—could not be continued long under an acting head. The pressures for a permanent head would be too great, according to those politically wise. Beyond that, danger of three-to-three splits on the Commission would augur for prompt appointment of the seventh man.

When President Truman was asked at his press conference last Thursday whether he would name a successor to Mr. Porter, his response was not immediate. It is now an open secret that the President originally had no intention of filling the vacancy and did not want Mr. Porter to resign the FCC post. But a study of the statutes, as well as prodding from the Hill, resulted in the decision announced Feb. 15 by Mr. Porter that he would resign promptly upon confirmation.

Sen. Wheeler, it was learned, advised both the White House and Mr. Porter that he felt it would be unwise to leave the FCC job dangling. Sen. Wheeler was represented as feeling that if the FCC job was kept open for Mr. Porter, the Commission might be susceptible to attack whenever the OPA got in hot water.

But the administration intention remains the same—that Mr. Porter shall return to the FCC chairmanship when the OPA task is fulfilled or headed in the right direction. If the administration is unable to withstand the pressures for a prompt appointment, it would then be assumed that Mr. Porter might be named to fill whatever vacancy might develop either through expiration or resignation.

Higher Places

That would seem to be the intended course, but whether it is the likely one is open to question. Once Mr. Porter completes the OPA assignment—and that is expected to entail at least a year—he probably will be headed for higher places in Government. He has always yearned to return to private business—either his profession of law or in the publishing field. He accepted the OPA assignment because the President wanted him to and because the President had been told by close advisers that the FCC chairman was one of the few men in public or private life to whom the task could be entrusted. Mr. Porter left the Commission reluctantly.

Mr. Clements, about 50, has been active in Montana public life and politics for more than a score of years. A liberal Democrat, his friends say he is independent, fearless and outspoken, and on occasions has disagreed with Sen. Wheeler. He was represented as a staunch believer in the free enterprise system and as a "direct, honest and forthright public official."

The Clements candidacy is for the Commission itself. The President, however, selects the chairman. The commissionership is subject to Senate confirmation, but not the chairmanship. It is understood that when Mr. Wheeler visited the President to foster the Clements candidacy and to urge against keeping the job open for Mr. Porter, he received no commitment one way or the other.

It was thought that Postmaster General Bob Hannegan, as chairman of the Democratic National Committee, obviously will play a part in the consideration of a new appointment. He had opposed Commissioner Denny's elevation to the Commission from the general counselship last year, having endorsed a New Yorker of some standing in the party. It was Chairman Porter himself who prevailed upon President Roosevelt to name Mr. Denny. Mr. Porter likewise urged Mr. Denny's designation as acting chairman. Mr. Porter can be expected to figure in any new appointment to the FCC.

Other Names Heard

Other names have been bandied about for the FCC vacancy but these have been speculative. Aside from the Clements endorsement, it was doubted last week whether any other name formally had been submitted to the White House.

As yet there has been no organized effort in radio to get behind a candidate. As usual, those who did comment felt that a practical broadcaster—one acquainted with the vagaries of radio operation—should be appointed if the vacancy is to be filled. Or they espoused an

(*Continued on page 87*)

Westinghouse Reports on Stratovision

Usable Signal Heard 250 Miles From 25,000 Feet

USABLE SIGNALS have been transmitted over a distance of 250 airline miles from an altitude of 25,000 feet using only 250 w of power, a report to the FCC on Stratovision, Westinghouse Electric Corp.'s system of airborne television and FM transmission, revealed last week.

Submitted by C. J. Burnside, manager of the Westinghouse industrial electronics division, which is conducting tests in cooperation with the Glenn L. Martin Co., the data "more than verifies all of the optimistic estimates of Stratovision possibilities made when the system was announced last August," he said.

FCC Agrees

The FM signal picked up by the FCC's monitoring station at Laurel, Md., was strong, according to Commission engineers, and the experiments bear out optimistic theoretical calculations of coverage. While bugs affecting the quality of the signal remain to be worked out, the most enthusiastic claims for nation-wide FM coverage seem well founded, Commission sources generally agreed.

Westinghouse is now equipping a plane for forthcoming television transmission experiments.

The tests, begun last December, though far from complete, Mr. Burnside pointed out, already presage economically practical television and FM radio services available throughout the country to both farm and city homes.

"We are certain that here at last is the answer to transmission problems which have delayed television and FM expansion by limiting their services to big city audiences only. There is every reason to believe that Stratovision will break these fetters and that the day is not far distant when programs will be available to small town and farm homes—as well as city audiences—all over the land," said Mr. Burnside.

Ebel Directs Aviation

Directing aviation side of the project is William K. Ebel, vice president in charge of engineering for the Glenn L. Martin Co. All television and FM is in charge of C. E. Nobles, 28-year-old Westinghouse radar expert out of whose imagination sprang the idea for Stratovision. He first propounded the idea a little more than a year ago [BROADCASTING, Jan. 7].

This is how he sees it: "Radio waves which carry television and FM programs travel only in a straight line and are lost at the horizon. This means that best ground station coverage is in a radius of 35 to 50 miles. Line-of-sight coverage is increased, however, as the antenna is raised and with this elevation comes a proportionate reduction in the number of stations required to serve a given area. Fewer stations, in turn, mean less amplification, better program quality and lowered costs.

"Stratovision planes flying six miles in the air would cover approximately 103,000 square miles in a great circle more than 400 miles in diameter. Eight such planes in addition to broadcasting to the respective areas over which they cruise would form a coast-to-coast high-altitude radio relay network. Addition of six more planes would make possible program service for 78% of the nation's population, and 100% coverage could be attained by the addition of several more planes."

The FCC granted construction permits for test equipment shortly after the system was announced, and by last December a plane had been refitted for tests. Working in collaboration with a ground station established at the Westinghouse plant in Baltimore, field strength measurements were made which proved as good or better than indicated by calculations based on wartime radar experience.

Three channels on frequencies between 100 and 500 mc have been utilized in experiments to date. Studies of "ghosting", and FM transmission have occupied two, and the third has been employed for communications necessary to the tests. Experiments are not yet under way on three other channels.

The problem of "ghosting" is the core of the work around which the television tests have centered. "Ghosting" is the out-of-register image viewed when a signal is picked up on two different wave paths, one in direct line from the transmitter, the other by reflection

(*Continued on page 86*)

Richmond makes ⅓ of the world's cigarettes

You've known Richmond was a big tobacco center. But did you know that one-third of the world's cigarettes are made in this city that's the top of the South?

It's depression-proof industries, of which tobacco is only one, that make Richmond a continuous prosperity market.

If you have something to sell . . . and plan to use radio . . . WLEE is the station Richmond has learned to listen to. It's your Mutual station.

WLEE success story

Rowlett's Sporting Goods and Toy Shop tested us with an item which is admittedly a desirable item. However, the results are significant. Rowlett's has a WLEE-built musical show at 5:05-5:15 P.M., Monday through Saturday. With no advance build-up, we advertised small electric trains on the program on Wednesday, December 5. At the client's order, we stated emphatically that telephone orders would not be accepted. Still, as soon as the announcement was made and until the store closed at 6 P.M., Rowlett's telephones were kept busy with listeners trying to buy by telephone. No orders were accepted. At opening time the next morning, customers were waiting and the 48 sets were sold out right away.

W-L-E-E

In Richmond . . . the continuous prosperity market

TOM TINSLEY, Director **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

Community FM May Outdo Regionals

Advantages Expected To Be Emphasized By FCC

ENCOURAGING prospective broadcasters to file for community FM stations, an FCC official said last week that with favorable location these stations may approximate or exceed the coverage of standard regional outlets.

This point is expected to be emphasized at informal conferences beginning next week between Commission engineers and conditional grantees and applicants for FM stations to hasten the issuance of construction permits. With so many applications requesting metropolitan stations, the Commission will endeavor to conserve frequencies through greater use of community channels wherever proposed coverage can be attained in this way [BROADCASTING, Feb. 11].

Studies made by the Commission, it was disclosed, indicate that community FM stations will do a better job than a standard local station. The requirements for a community outlet are flexible but if the prospective broadcaster selects the right elevation and uses the highest antenna permissible the area served may be even greater than a regional standard station.

Nighttime Power

"In congested areas," an official pointed out, "a community station will generally provide equal or greater coverage at night than standard regional stations due to the nighttime limitation on regionals."

Citing the Washington metropolitan area as an example, he said that community stations in the suburban towns of Alexandria, Va., Arlington, Va., or the Maryland towns of Silver Spring, Bethesda or Hyattsville will send out as good a signal in Washington as a Washington standard local station.

An experimental FM station now operating in the Capital would, if properly located, serve a greater area both day and night than a standard local, he said. One of the Washington experimental stations, W3XL, operating on the 100 mc band, is received throughout the city even though its signal is substandard, according to Everett L. Dillard, owner.

Although located in downtown Washington where antenna height is restricted, this station has regular listeners in Quantico, Va., a distance of 35 miles, says Mr. Dillard. The signal drops off in the northwest direction because of the intervening hills, he adds, but is heard throughout the city. The station uses a 250 w transmitter with 160-foot antenna.

Mr. Dillard thinks the community FM station has a great future and "will totally and completely replace the standard local station." In many cases, he points out, a standard broadcast tower can be used by simply increasing the height and while this may result in some interference with other standard stations during a period of dual operation he does not believe the Commission would object in view of its desire to foster FM.

Under the FCC rules, community stations are limited to 250 w effective radiated power and maximum antenna height of 250 feet over the average terrain 10 miles from the transmitter. Greater height may be permitted on proper showing but in such cases a reduction in radiated power may be required. A separation of 50 miles is provided for community stations on the same channel and 35 miles on adjacent channels.

Antenna Restriction

Several thousand community stations may be available under FCC allocations. In Area I (New York, Southern New England and Middle Atlantic region) 20 channels (281 through 300) are allotted for these stations and are available "in any community which is not the principal city of a metropolitan district."

In the remainder of the country, or Area II, the Commission has tentatively allocated 10 channels (281 through 290) for community stations and these may be used in any community other than a principal city of a metropolitan district. The 10 channels from 291 through 300 are to be assigned in accordance with future needs of Area II.

The rules also provide that the main studio of a community station be located in the city served and the transmitter located as near the city as practicable.

Metropolitans Sought

Thus far, the bulk of FM applications have been for metropolitan stations. Many of these applications are from licensees of standard local stations in large cities. Some of these are applying for metropolitan channels in order to expand their coverage but others are reluctant to be designated as a "community" station. It is understood that this problem has been discussed at various times among members of the Commission and that a change in designation has been considered.

Aside from the abundance of community stations available, Commission officials have pointed to the relatively small investment required for this type of station. A Commission survey made last November estimated the median cost of major broadcast equipment for a 250 w FM station (including transmitter, antenna, control consoles, turntables and monitors) at $9,508. Similar equipment for a 50 kw FM station would cost approximately $80,000.

COMMUNITY FM stations, vastly underrated by many broadcasters as to their coverage possibilities, may have a greater future in the FM picture than the number of applications indicates.

First FM Outright Grants May Be Issued in 10 Days

FIRST CONSTRUCTION permits for FM stations may be issued within the next 10 days, BROADCASTING learned last week.

The permits, a Commission official disclosed, will be granted from among 330 conditional grants thus far issued. The permits will specify frequency assignments, coverage area, transmitter power and antenna height.

Constituting outright grants, the permits will assign power on the basis of the site obtained by the applicant and the antenna height allowed but will enable the permittee to cover a trading area determined by the Commission. Coverage of the stations, it was pointed out, will be equal to or in excess of the primary service area of a regional standard station. Some of the grants will be subject to approval of the Civil Aeronautics Administration.

Anxious to Speed FM

Desire of the Commission to get FM stations started as quickly as possible and to enable licensees to place orders for equipment has prompted the engineering staff to process applications for construction permits wherever sufficient information has been provided and where there is no competition for frequencies. In the majority of cases, however, it has been necessary to issue conditional grants pending further engineering examination or to designate for hearing, it was explained.

A serious obstacle to processing of applications is the difficulty in obtaining CAA approval of antenna heights. William J. MacKenzie, Chief, Aids and Hazards Staff, CAA, said his office is attempting to handle 10 times its previous work load without additional help.

Conditional grants will be made outright when questions of coverage, transmitter site, and antenna height have been fully investigated. In many cases these questions will be resolved through informal conferences which will soon be conducted between Commission engineers and grantees [BROADCASTING, Feb. 11]. Hearings on FM applications in Boston and Washington, first to be scheduled, are to be held March 11.

Meanwhile, the Commission an-

(*Continued on page 85*)

Drug Firm Negotiates

UNION PHARMACEUTICAL CO., Bloomfield, N. J., is negotiating for sponsorship of *Famous Jury Trials*. Sustaining for several weeks, program was formerly sponsored by Williamson Candy Co. Marschalk & Pratt, New York, is agency. Product is Saraka, a laxative.

Travelers Auditions

TRAVELERS INSURANCE Co., Hartford, Conn., has been auditioning shows for a nighttime network program through its agency, Young & Rubicam, New York. When picked, show will mark firm's first use of network radio, although as owner of WTIC, NBC affiliate, it has been concerned with network radio for many years.

Swift Considers

SWIFT & CO., Chicago, sponsor of the 9:30-9:45 a.m. segment of the *Breakfast Club* on ABC, is considering sponsoring first half hour of the program, 9-9:30 a.m. Philco Corp. sponsors final quarter hour of *Breakfast Club* but first half hour of Monday through Friday program has been broadcast sustaining. Swift has first option on the half hour. J. Walter Thompson Co., Chicago, is agency for Swift.

Cosmetic Test

HELENE CURTIS INDUSTRIES, division of National Mineral Industries, Chicago (cosmetics), new to radio, in a 13 week test on March 3 starts sponsoring weekly half hour musical program, *Enchantment*, on ABC Pacific stations, Sun. 8-8:30 p.m. (PST). Originating from San Francisco program will feature Bob Grabot, baritone, with John Galbraith narrator. Phil Bovero has been signed as musical director. Agency is Adolphe Wenland & Assoc., Hollywood.

Enoz Expands

ENOZ CHEMICAL Co., Chicago, which started participation sponsorship of *Ella Mason Show* and *Gloom Dodgers* on WHN New York, effective March 25 adds *Housewives Protective League* and *Sunrise Salute* participation combination of WJZ New York. Local stores are placing six to eight stations in Texas and Louisiana and two in Oklahoma. Firm starts spot schedule in latter March on WGL Fort Wayne, Ind. Contracts for 13 and 26 weeks were placed through Lieber Adv., Chicago.

WKY
OKLAHOMA CITY

NINE HUNDRED AND FIFTEEN FEET HIGH
ONE MILLION LISTENERS WIDE

COVERS OKLAHOMA BEST

930 KC.—NBC AFFILIATE

OWNED AND OPERATED BY
THE OKLAHOMA PUBLISHING CO.:
THE DAILY OKLAHOMAN AND TIMES
THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS
KLZ, DENVER (Affiliated Mgmt.)

REPRESENTED NATIONALLY
BY THE KATZ AGENCY, INC.

If . . . . .

You're a time buyer
You know the feeling!

It's that inside, so-good sensation that dispels all doubts and gives you an air of confidence that goes only with signing up a station you know in advance will produce.

Time buyers have that so-good feeling about WWVA. Read what one of them had to say about our performance:

"Congratulations for breaking a record which seemed impossible to break. We share your thrill in doing such a wonderful job!"

ASK A JOHN BLAIR MAN

Basic A-B-C Network

ONE OF THE WORLD'S BETTER RADIO STATIONS
WWVA
50,000 WATTS
WHEELING, WEST VA.
A FORT INDUSTRY STATION

War Developments Will Greatly Expand Radio, Walker Declares at Tulsa Meet

IMPORTANT technological developments arising from the war will greatly expand radio and other communications and will further add to the regulatory work of the FCC, Commissioner Paul A. Walker said in address Feb. 15 before the Tulsa Chamber of Commerce.

Mr. Walker

In Oklahoma to conduct broadcast hearings, Comr. Walker said that the development of new tubes and devices such as Klystron and the Magnetron have made possible the use of frequencies as high as 30,000 mc. Before the war, he recalled, licensing was limited to 400 mc.

Future Outlook

Comr. Walker forecast that the future may well see television and facsimile combined with telephony to permit visual long distance conversations. He added that such operations are now technically possible and that further research may make the service practicable.

Recent improvement in transmitters, receivers and highly directional antennas for use on the higher frequencies, he asserted, will make possible nationwide radio relay systems. By use of low power transmitters, he added, radio and other signals can be carried along a direct route of relay stations instead of by wire. Such a system, he said, will require less equipment and will largely eliminate maintenance of poles and wires.

This new point-to-point radio technique, Comr. Walker said, will also make it possible to send FM broadcasts, radio photos, television and facsimile transmissions. Through the system, he declared, "telefax apparatus may be placed in office buildings, hotels, railroad stations, airports and other public places where facsimile messages can be dropped in slots and transmitted directly to Western Union offices where they will be relayed with the speed of light to their destinations."

Reviewing coaxial cable developments, Comr. Walker said that 1,500 miles of cable may be laid by the end of this year and 4,500 miles by the end of 1947. He said it may be possible to transmit high definition television pictures in color over these conductors.

Tracing the history of Federal regulation of communications and the establishment of the basic radio law in 1934, Mr. Walker likened the story of the origin of the FCC to "the story of society's struggle to achieve the maximum benefits from communications under a system of free democratic enterprise. The American people chose private ownership and management but insisted that regulatory processes be provided to protect the public interest."

While the problems in communications have not been completely solved, he said, "out of the processes of regulation and the pressures of public opinion have emerged certain standards of performance that have improved radio, telephone and telegraph service."

Corwin Is Honored At Willkie Dinner

Will Take First Global Trip As Aviation Industry Guest

NORMAN CORWIN, CBS writer-producer-director, was awarded the first "One World" trip, (a trip around the world) for his contribution toward a closer understanding among peoples of the earth in a special ceremony Feb. 18 at the Wendell Willkie Birthday Dinner at the Waldorf-Astoria, New York. Ceremony was broadcast at 10:30 p.m. on Columbia.

Mr. Corwin

"One World" award was patterned after Mr. Willkie's flight around the world in 1942 as a reminder of his dream of world unity for all mankind and is sponsored by the Common Council for American Unity and the Willkie Memorial of Freedom House. The world trip by air, which Mr. Corwin will take later in the year, was financed by friends of the late Wendell Willkie in the aviation industry.

Presented by LaGuardia

Presentation to Mr. Corwin was made by former Mayor Fiorello H. LaGuardia, who said he hoped a national memorial committee would insure perpetuation of the award and that a winner would be announced annually on Mr. Willkie's birthday. He said the award had been given to Mr. Corwin, "whose inspired writing for radio and other media makes him a worthy recipient of this distinction as the first of the Willkie travelers who will circle the globe."

In 1945 Mr. Corwin wrote two memorable broadcasts — "Word From the People" on the eve of the San Francisco Conference and "On a Note of Triumph" on V-E Day.

Sterling Signs

STERLING DRUG. Co., New York (pharmaceutical), Feb. 18 started sponsoring five-weekly quarter-hour program of song and patter featuring Zeke Manners on ABC Pacific stations, Mon.-Fri. 7:45-8 a.m. (PST). Dancer-Fitzgerald-Sample, New York, has account.

*81,259

one dollar vitamin orders sent WLAC in 130 weeks

*

BREAKDOWN BY STATES

Texas . . .	4,778	Florida . . .	2,389
Arkansas . .	6,370	So. Carolina .	3,981
Louisiana . .	10,352	No. Carolina .	3,185
Mississippi . .	11,945	West Virginia .	3,870
Alabama . .	7,167	Kentucky . .	3,201
Georgia . . .	9,556	Tennessee . .	12,044
Other States	2,421		

"GATEWAY TO THE RICH TENNESSEE VALLEY"

For sustained pulling power it's

WLAC
NASHVILLE

50,000 WATTS

REPRESENTED BY THE
PAUL H. RAYMER CO.

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA **WMT**

Can You Think of a Better Reason to Listen to WMT?

GINNY SIMMS, ...and WMT are both the Favorites in Eastern Iowa

WMT is Eastern Iowa's **only** CBS station. Reason enough why it's the No. 1 station in the area . . . why it gives coverage to your sales story throughout 19,000 square miles of sales-rich Eastern Iowa . . . reaching 1,200,000 people—the largest coverage of **any** station in the state within its 2.5 MV line! You **know** the job will be well done when you put your sales map pin on WMT . . . the biggest radio buy in the best market of a great state.

WMT's story is a big one to tell—and important to hear. Contact Your KATZ AGENCY Man at Once!

WATERLOO
MASON CITY
SIOUX CITY
IOWA
DES MOINES
CEDAR RAPIDS
DUBUQUE
CLINTON
DAVENPORT
CHICAGO
ROCK ISLAND
BURLINGTON
OTTUMWA
ILL.
NEB.

CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS · DAY and NITE · 600 KC.
BASIC COLUMBIA NETWORK

Represented by KATZ AGENCY

NBC Is Taking Steps To Aid Chicago Radio

FIRST POSITIVE step to help Chicago program production was outlined by C. L. Menser, NBC vice-president in charge of programs at a news conference in Chicago Wednesday. Mr. Menser said NBC plans to use "a considerable amount" of the $100,000 [BROADCASTING, Feb. 18] set aside by NBC to develop talent and programs on its M&O stations. Such talent would not only be given a chance to be featured on network programs but would be "farmed out" to NBC affiliates as guest stars and for added experience in the custom of big league baseball clubs, he said.

Mr. Menser said Jules Herbuveaux, WMAQ-NBC program director, had been given a directive authorizing greater use of audition facilities and expenses for developing package shows. No show would be built for sustaining time as such, Mr. Menser said, voicing the belief that no show is worthwhile if it has no commercial possibilities. He recommended that Chicago originated programs be given credit on the network to stimulate public interest in Chicago talent.

L.A. Local Seeks Raise

LOS ANGELES Local 40 of IBEW (AFL) plans to negotiate with independent stations in that area for a 40-hour week with 48 hour pay, according to Roy Tindall, union business manager. Contract renewals are coming up soon, said Mr. Tindall, and a uniform starting date will also be sought. Move is to offset take-home pay lost when technicians and engineers reduced working week from wartime 48-hour schedule to postwar 40 hours. IBEW plan calls for increased hourly rate. IBEW is also organizing L.A. area recording plants and plans an all-out campaign in early March to organize the 40 or more new and smaller plants that were started in that district during the past year. Local 40 also has notified independent stations that union technicians must be used on all remotes as of March 1.

Enemy Report Lists

WEEKLY lists of scientific and industrial reports based on captured enemy equipment and investigation of process are being published by the Office of the Publication Board, Dept. of Commerce. The lists are available from the Superintendent of Documents, Government Printing Office, with $10 required as initial payment for the service. They contain brief summary of each report, with cost of complete reports which can be obtained in photostat or microfilm form for prices ranging from 10 cents to about $3 depending on size.

Films Take Song Titles

RADIO POPULARITY of current songs is reflected in titles of three films now scheduled: "That's For Me"; "Till The End of Time"; and "Sentimental Journey.'

SOUND SAGA

CBS to the Rescue as Ferry Founders in the Fog

COLUMBIA THE GEM of the Sound is CBS' latest and proudest title. One recent windy, cold day, with the fog lying heavy over Columbia Island, WABC's transmitter location in Long Island Sound, the relief watch was coming on when this saga of the Sound began.

Technicians John Erhard and Bill Kirchoff were keeping an anxious ear cocked for the fog horn of the launch CBS, then just off the island. Interrupted tone from an oscillator to guide the boat was on the directional outdoor speaker on the Island. Suddenly the technicians were startled by the blast of a steam whistle and the sound of voices from the fog, followed by distress whistles.

Directional speaker was quickly swung around and the boat was asked to identify itself. It was the Navy's Harts Island ferry, completely lost for three and a half hours. "Stay where you are and we'll come to you," called the technicians to the boat which was headed for very dangerous waters. The launch CBS set forth and led the ferry to the safety of nearby Ft. Slocum—the Navy balking a bit at being led into an Army base by a radio network crew, but nonetheless relieved at being rescued.

Heroes of the rescue were O. W. Read, transmittr supervisor; Bob Mayberry, assistant supervisor; and Tommy McMahon and Al Hory, boatmen. CBS anchors aweigh!

First Anniversary

FIRST anniversary broadcast of CBC shortwave station at Sackville, N. B., with studios at Montreal, was held Feb. 24 with Prime Minister Mackenzie King participating in a salute from Canada. Program included highlights from international programs broadcast by the two 50 kw transmitters during first year of operation. Broadcasts are beamed to Europe, South America and Australasia.

Saved by Bendix

A 17-YEAR-OLD youngster has been acquitted in Atlanta, Ga., on a charge of robbery because he was able to prove to the court and jury's satisfaction that the night he was alleged to have committed the crime he was home listening to Bill Bendix and *The Life of Riley*. Script and transcriptions of the show were submitted in evidence and substantiated the lad's denial of the robbery. Bendix in radio life is always in a jam—this time was able to extricate the Atlanta boy out of his jam—without benefit of script writers.

Rennie Named

JACK RENNIE, for five years radio director of the British Information Services in New York, has been apopinted chief of the press and radio division, succeeding Rene Maccoll, resigned.

Every 60 minutes

. . . in Philadelphia

WDAS broadcasts the news every hour on the hour

. . . and one-minute summaries on the half hour.

That's why most Philadelphians have formed the habit of dialing 1400 regularly.

With *Timing* like this in Philadelphia, it's no wonder that 78 percent of this station's sponsors renew regularly.

WDAS

Rented by Air

TIGHT housing situation in Washington was loosened temporarily for J. Allen Brown, NAB assistant director of broadcast advertising, who has been bunking in temporary quarters while trying to rent a home. Mr. Brown, formerly manager of WFOY St. Augustine, turned to radio for help. Arthur Godfrey mentioned his plight on WTOP and a listener came through with a furnished house in fine locality.

FIRST TELEVISION award of This Month Magazine has been presented to "Topsy Turvy Quiz" and its m.c., Frances Scott. Program is audience participation video show packaged by Basch Radio Production and telecast on WRGB Schenectady.

DuMont Video Book Explains Costs, Operation of Medium

A SINGLE STUDIO television station, requiring an initial investment of $272,500, operating with two full crews and presenting 49 hours a week of live shows, films and remotes at an annual cost of $315,000, should be able to sell enough time for net operating profit (before taxes, insurance or legal fees) of $48,000, according to "The Economics of Du Mont Television," issued by the Allen B. Du Mont Labs.

Based on the company's experience in operating WABD New York, booklet warns that in making estimates reader will have to allow for differences in wage scales, power costs and sustaining program expense between his city and New York.

After outlining the equipment needed to present full service, it points out that to provide a seven-hour-a-day program schedule calls for two full operating crews, each working 48 hours a week. Weekly schedule follows:

Actual live talent air time	14	hours
Studio rehearsal time	56	hours
Remote air time	8¾	hours
Remote set-up time	17¼	hours
Total	96	hours

Citing average costs of radio as $.00136 per listener to a half-hour evening network program, of magazines as $.0045 per reader for a half-page or larger ad, and of newspapers as $.00928 per reader for half- and full-page ads, the booklet proposes that $.003 per viewer is fair for a half-hour evening video program.

By the end of the second year of operation, a station in a market of 100,000 families should have a potential of 10,000 families, an average audience of 5,000 sets-in-use with eight viewers per set, or 40,000 persons on the average. At $.003 a person, this would mean a half-hour evening rate of $120, the equivalent of $200 per hour and $80 per quarter-hour, the booklet states.

"Du Mont's experience suggests that television stations should be able immediately to fill commercial sponsorship for approximately 70% of their air time, leaving only 30% to be met with sustaining programs."

Booklet then goes into the station's rehearsal policy, addition of a second studio and third operating crew, and effect of network affiliation (addition of 28 hours of network time a week will add $144,144 to the station's annual revenue, Du Mont estimates).

Du Mont's conclusion is: "A full-service television station can be operated profitably in any market which, when reasonably developed, can justify a time rate of $200 per hour."

Liberties Meeting

ANNUAL conference between officials of the American Civil Liberties Union Radio Committee and the NAB will be held Monday in New York. Representing NAB will be President Justin Miller and Executive Vice President A. D. Willard, Jr. Radio committee chairman is Thomas Carskadon. Problems involving freedom of the air and radio legislation will be discussed.

U. K. Set Making

LICENSES for the manufacture of 1,367,000 British radio receivers have been issued by the British Board of Trade, according to a report from the United Kingdom last week. Through October, the Board reported 18,550 new peacetime sets had been manufactured and 1,382 of these were exported. All receivers exported in October totaled 2,379 as compared with 944 for June, 1945. Of the new construction permits, 489,000 sets are destined for export.

WGY Anniversary

WGY Schenectady celebrated its 24th birthday Feb. 20 with a special half-hour program featuring Donald Dame, Metropolitan tenor, and Frances Lehnerts, contralto and orchestra directed by Edward A. Rice, who participated in the station's first broadcast. Kolin Hager, WGY station manager, was the first announcer for the station. Feb. 23-24, WGY presented a series of remotes on winter sports tournaments from Lake Placid. WGFM (FM) also carried the programs, and several hundred feet of film was made for GE's television outlet, WRGB.

Your **ADVERTISING, THROUGH KCKN,** *hits home*

Where People and Dollars are Thickest...

Here, in Greater Kansas City, is an in-the-money, eager-to-buy market with an effective buying income of *nine hundred million dollars.* Here, too, is KCKN . . . a station that plants your radio advertising right smack in the middle of that rich, fertile market. Because KCKN programs *exclusively* and *specifically* for metropolitan listener tastes, Kansas Citians turn to KCKN for the programs *they enjoy* . . . a listenership that brings you *added sales* and *added profits.* KCKN makes no effort to interest the surrounding thinly-spread farm and small town market — so, *without the rate penalty of out-state coverage,* your sales messages *hit home* . . . where people and dollars are the thickest.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA

ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280

SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220

CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977

KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

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*Morning**

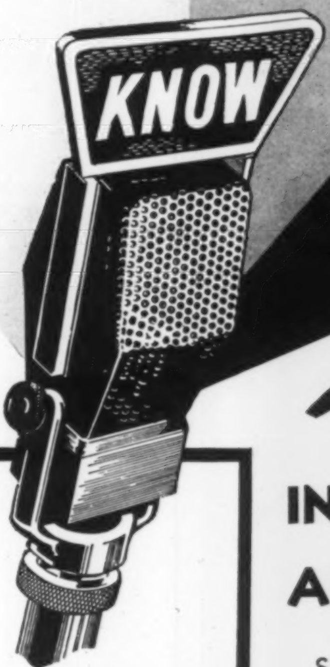
KNOW listeners 61.6%
Austin Station B listeners 11.4%

*Noon**

KNOW listeners 35.55%
Austin Station B listeners 16.86%

*Night**

KNOW listeners 37.65%
Austin Station B listeners 21.57%



* Morning — 8-12 am
Noon — 12-6 pm
Night — 6-10 pm

Figures from Hooper Station Listening Index, Fall 1945

More People

IN THE RICH AUSTIN, TEXAS AREA LISTEN TO KNOW

Shrewd buyers of radio time who want to reach the 82,340 families in the rich, responsive Austin market, turn naturally to KNOW, the oldest and by far the leading Austin station. High in listener loyalty, KNOW is the popular sales-producing station that influences the buying habits of the 329,374 people who live in this major Texas market. With KNOW's low-cost sales and effective promotion of your product, you KNOW your campaign will be a success.

AUSTIN MARKET DATA

(Travis County)

- 1153 Retail Stores
- $40,861,000 Net Retail Sales
- 114 Wholesale Establishments
- $21,882,000 Net Wholesale Sales
- Bank Clearings—$99,141,645
- 92 Manufacturing Plants
- 26,103 Bank Depositors
- 23,140 Auto registrations
- Home of the University of Texas, largest in the South, and 4 Major Colleges
- Agriculture-Ranching Center
- Magnesium Production
- Center of Hydro-Electricity Production and Distribution
- Granite, Limestone, Masonry Materials and Clay Products Mined, Cut, Manufactured and Distributed

RADIO STATION KNOW

AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & CO., *Representatives*

New York . . . Boston . . . Chicago . . . Detroit . . . Hollywood . . . San Francisco

NORTH
CAROLINA
IS THE
SOUTH'S
No. 1
STATE

No other Southern state equals North Carolina in combined rural and urban prosperity. The value of North Carolina's manufactured products is nearly *triple* the average for the nine other Southern states. North Carolina's cash income to farmers is nearly *twice* the Southern average. Result: the kind of Southern market most advertisers want!

and
WPTF
at
RALEIGH
IS
NORTH
CAROLINA'S
No. 1
SALESMAN!

With 50,000 Watts at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.
Free & Peters, Inc., National Representatives

Growing Advertising Volume Is Seen By Standard & Poor's 1946 Survey

FORECAST of a growing advertising volume which within a few years may well surpass the 1929 record of $2,600,000,000 is made by Standard and Poor's Corp., New York, in its 1946 survey of printing and publishing.

Radio will continue to get a whopping share of the total volume, Standard and Poor's predicted. The survey, charting a history of advertising dollar distribution since 1928, pointed out the "remarkable growth" of radio advertising which "has been largely at the expense of newspaper advertising."

Radio Figure Rises

The chart showed that advertising expenditures in 1928 were $760,000,000 for newspapers, $215,000,000 for magazines and $20,000,000 for radio. By 1944, last year charted, the figures had changed to $650,000,000 for newspapers, $282,000,000 for magazines and $407,000,000 for radio.

Advertising expenditures in magazines remained stable from 1932 to 1942, low figure being $110,000,000 in 1933, the high $190,000,000 in 1937. But in 1943, magazine expenditures began to soar. Standard and Poor's guessed that in 1943 and 1944 magazines got the advertising expenditures which were overflowing from a radio industry that had found physical limitations of time sales.

"Radio," said Standard and Poor's, "is now firmly entrenched as one of the important advertising media." But radio's advertising income is showing signs of leveling off. Time sales, the report said, may be "approaching a saturation point."

Of greater immediate concern than time limitations to radio, said the report, are "the heavy costs which will be incurred in the changeover from standard broadcasting to frequency modulation during which period two transmitting services must be operated without the benefit of additional income." And television's costs of development "will be a further drain" on the radio industry.

CBS Still Strong

"While this transition period may prove temporarily costly," said the report, "a high level of time sales doubtless will be maintained. Profit margins will be adversely affected until FM and television become commercially profitable, but lower taxes should permit better than average earnings."

"Standard broadcasting, which probably will be eventually superseded by frequency modulation, should maintain its favored position among major media."

In the same survey, Standard and Poor's had a look at the financial strength of CBS, only network whose stock is listed on exchanges. CBS, said the report, "is fully maintaining its position and should share in the peacetime expansion of radio advertising."

CBS's finances, said Standard and Poor's, are "strong," its earnings "excellent," and its dividends "generous." In 1944 CBS earnings were $2.72 per share, on which it paid dividends of $1.80. In 1945 earnings were $3.11 per share and a $1.80 dividend was paid.

Double Interlude

WHEN WHCU Ithaca, N. Y., cut into the network for the CBS *Houseparty*, and got only silence, announcer Paul Hadley quickly reached for a transcription, "Interlude No. 2." The recorded pianist rippled along for several seconds when control engineer Florence Bergin heard signs of life on the CBS wire—Columbia was also "filling" with piano music. Mrs. Bergin faded out recorded "Interlude No. 2" and simultaneously faded in the CBS pianist. He was playing "Interlude No. 2," in the same key as the WHCU transcription and was at the same place in the music.

WINNERS OF FALCON CONTEST ARE NAMED

WINNERS of the reciprocal promotion contest sponsored jointly by Mutual, RKO Radio Pictures, and American Safety Razor Corp. to plug Mutual's *Adventures of the Falcon* and RKO's "Falcon in San Francisco" were announced in New York last week.

First prize — a $500 Victory bond—went to William A. Schweitzer, promotion manager of WEBR Buffalo, and Earl Hubbard, advertising director of the 20th Century Theatre, Buffalo. Second prize—a $200 bond—was awarded to Ray Jensen, manager of KSAI Salina, Kan., and William Welton, manager of the Strand Theatre, Salina. Third prize—a $100 bond—went to Barbara MacFarland, sales promotion, CKLW Detroit, and Daniel Lewis, of Cooperative Theatres, Detroit. Each prize was split between the two winners.

During the promotion campaign, local MBS stations offered free time to local movie exhibitors showing "Falcon in San Francisco," and in reciprocation, movie houses promoted Mutual's *Falcon* show, sponsored by American Safety Razor Corp. Tuesdays 8:30-9 p.m. The razor company provided the three prizes for the station-theatre teams.

CKOC Hamilton, Ont., has bought a new postwar 5 kw Canadian Marconi transmitter and new directional antenna array.

six states
full of
new
home-makers

"The road back," in New England, will be dotted with new homes, from Maine to Martha's Vineyard. Mustering-out is proceeding apace. GIs, and countless others caught on dead-center by the war, are itching for normal living.

That, in New England, means a home of one's own, tailored to one's inclinations, and outfitted for the comforts and luxuries one's purse can afford. The needs of each new family-group, starting from scratch, will be a catalogue of about everything which goes into the American standard of living. The aggregate will be a hungry market which it will take years to sate.

The voice of WBZ, Boston, reaching into all the nooks and crannies of this affluent area, should tell these budding home-makers of your wares, and where they can be bought. There is no time like the present.. no medium more effective than WBZ.. for firmly establishing your brand-name in the favor of New England.

WBZ
WBZA
BOSTON • SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

NBC Film Deal

NBC and Jerry Fairbanks, Hollywood film producer of short subjects, have closed deal for latter to make a series of experimental shorts of all types and lengths for television. Arrangements were made by John Royal, NBC vice president in charge of television, and Harold J. Bock, newly-appointed West Coast video director for the network. Although Mr. Fairbanks is producer for Paramount shorts, the NBC deal is an independent project. Similar deals have been made by NBC with other film producers for television products. Columbia Pictures Corp. is reported to be quietly making a series of "open end" video short subjects.

ASBURY PARK, N. J., authorities have named an orchid "Arthur Godfrey" in honor of the CBS personality. Orchid will be given one of the "most smartly dressed women" in Asbury Park's annual Orchid Promenade next Easter.

FTC Office of Legal Investigation Proposed Under Reorganization Plan

RADIO AND PERIODICAL Div. of the Federal Trade Commission is to be combined with the Chief Examiner's Div. in a new Office of Legal Investigation to be established under a reorganization plan submitted to President Truman last week.

Head of the new division has not yet been designated, but the Commission stated definitely that important new positions would be filled from present personnel, and indicated that either James A. Horton, who heads the Chief Examiner's Div. or PGad B. Morehouse, Radio and Periodical Div. chief, are logical aspirants to head the new office.

The Office would "coordinate and broaden the legal investigational activities of the Commission" and "in some instances will institute specific projects for simultaneous investigations as to all members of an industry engaging in similar illegal practices." There has been criticism that the FTC's case-by-case procedure works a competitive hardship on those first moved against, and the latter provision is an apparent answer to this criticism.

Avoid Duplication

Sections of the Reece bill, on which a subcommittee of the House Interstate and Foreign Commerce Committee is now holding hearings, deal with the question of dual jurisdiction between FTC and Food and Drug Administration. On this point the Commission told the President the Medical Advisory Div. has been retained as a separate division, and "There shall be no avoidable duplication of efforts or conflicts in the scientific work of F&DA and FTC, and the Commission proposes to undertake project investigations in cooperation with F&DA and the U. S. Public Health Service."

The reorganization plan proposes a revised trial examiner procedure, where the Reece bill would provide expanded court review. FTC said it had approved a motion "making applicable . . . the provisions of S. 7," the American Bar Assn. administrative procedure reform bill now pending in both houses of Congress. Unlike the Reece bill, S.7 does not change the rule regarding evidence FTC must have in making its decisions.

Voluntary stipulations with FTC have previously been handled by both Radio and Periodical Div. and the Chief Examiner's Div. The new plan establishes a Div. of Stipulations and provides a new procedure "for a proposed respondent to present informally full facts and argument." It has been suggested that Mr. Morehouse might head the new Office of Stipulations.

Other changes provided are annual rotation of Commissioners in supervision of divisions; reorganization of the Office of General Counsel; expansion of duties of the Trade Practice Conference Div., particularly in checking compliance.

FTC is scheduled to have its inning at the hearings on the Reece bill Wednesday of this week.

Service to Clients

IT'S ONE way to service clients. Dick Schmidt, of KMYR Denver, was riding home from work when he was startled by a man rushing across the street, engulfed in flames. He leaped from his car, grabbed the man and smothered the flames. Wrapping him in a blanket, Mr. Schmidt sped him to the Denver General Hospital. There he learned the man had been the victim of an exploding stove. He also learned that the man was one of KMYR's most important local clients.

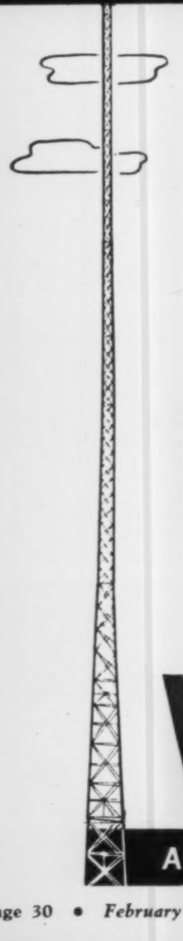
CBS Expands

TENANTS in the property acquired by CBS last year, between 48 and 58 E. 53 St., New York, have been given notice to vacate by May 1. Network plans to start clearing property this spring and will erect a studio and office building on the site as soon as materials are available. Specific plans have not been completed pending a clarification of materials situation. CBS executives denied published reports that television studios will be included as size of plot is not large enough.

WKBB
Delivers the Listeners
in DUBUQUE
Iowa's Fastest
Growing City

Even Competitors Agree
WKBB Leads 2 to 1
in Dubuque

WKBB - 𝍸 𝍸 I
2ND. STATION 𝍸 I
3RD. STATION III



ONE of our big competitors, a 50,000 watter, recently made a survey of all of the counties in the State of Iowa and found an interesting situation in Dubuque County. They found Dubuque County plumping for WKBB by a resounding 2 to 1, thus lending substantial support to our own modest claims of being Dubuque's FIRST station. On the question of "Station Listened to Most" (daytime) the returns were: WKBB 42.4%; Station A 19.7%; Station B 13.8%; Station C 12.3%; all other stations 11.8%.

James D. Carpenter—Executive Vice President
Represented by Howard H. Wilson Co.

WKBB DUBUQUE IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

Cincinnati

WSAI

A GOOD NATIONAL SPOT!

A Marshall Field Station

Representatives: Lewis H. Avery, Inc.
NEW YORK • CHICAGO

KANSAS CITY
IS A
K
O
Z
Y
MARKET
•
PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

Hope Tops Hooper; McGee Leads CAB

Surveys Give Reverse One-Two Ratings to Rival Comedians

BOB HOPE is again the top ranking radio entertainer, according to the network program report of C. E. Hooper Inc. for Feb. 15, which ranks this program 32.6. *Fibber McGee and Molly* is second with 31.5, Fred Allen third with 26.8.

Other top programs are: Jack Benny, 26.6; *Charlie McCarthy*, 26.5; Bing Crosby, 25.0 (celebrating Bing's return to the program with a jump of 7.5 rating points); Red Skelton, 24.9; *Radio Theatre*, 23.6; Walter Winchell, 22.5; Jack Haley, 21.8; *Screen Guild Players*, 21.0; *Mr. District Attorney*, 19.9; *Truth or Consequences*, 19.6; *Amos 'n' Andy*, 19.3; Abbott & Costello, 19.2.

Average evening audience rating was 10.5, same as for the second January report and down 0.3 from a year ago. Average evening sets-in-use was 32.6, 0.5 less than the last report, 1.5 less than a year ago. Average evening available audience was 80.8, down 0.5 from the last report, up 0.5 from a year ago.

Six Oldtimers

Of today's first 15 programs, six were also in the first 15 of ten years ago, Allen, Benny, Crosby, Winchell, *Amos 'n' Andy* and *Radio Theatre*. Full top 15 for Feb. 15, 1936 were: Major Bowes, 43.0; Burns and Allen, 27.9; Rudy Vallee, 24.9; Jack Benny, 24.2; *March of Time*, 23.8; *Amos 'n' Andy*, 23.4; *First Nighter*, 20.9; Fred Allen, 20.8; *Shell Chateau*, 20.0; *Show Boat*, 18.9; Walter Winchell, 17.9; Phil Baker, 17.7; Eddie Cantor, 17.4; Bing Crosby, 16.0; *Radio Theatre*, 15.9.

Daytime programs, for the first time covered in the same report as the evening shows and covering the same checking dates, were headed by *Ma Perkins*, with a rating of 8.7. Average daytime audience rating was 4.9, down 0.2 from the last report, down 0.3 from a year ago. Average daytime sets-in-use was 18.0, up 1.0 from the last report, up 0.2 from a year ago. Average daytime available audience was 74.4, down 0.3 from the last report, up 2.4 from a year ago.

Top ten daytime shows were: *Ma Perkins*, 8.7; *Young Widder Brown*, 8.2; *Breakfast in Hollywood* (Procter & Gamble), 8.1; *Big Sister*, 8.0; *When a Girl Marries*, 8.0; *Breakfast in Hollywood* (Kellogg), 7.8; *Our Gal Sunday*, 7.8; *Kate Smith Speaks*, 7.4; *Young Dr. Malone*, 7.3; *Stella Dallas*, 7.2; *Life Can Be Beautiful*, 7.2.

* * *

"Fibber" Leads CAB

Fibber McGee & Molly is the country's most popular radio program, according to the Feb. 19 report of the Cooperative Analysis of Broadcasting, which gives the program a rating of 25.6. Bob Hope, who follows the McGee's on NBC's Tuesday night schedule, follows them also on the latest CAB report with a rating of 24.2.

Begorra!

IF YOU'RE Irish, it might help. That is if you'd like to work for the BBC television department. Director is Maurice Gorham. Program director is Dublin playwright Dennis Johnston. Senior producer: George More O'Ferrall. Television Playwright: Fred O'Donovan.

Charlie McCarthy was third with 22.6 while *Lux Radio Theatre* and Red Skelton tied for fourth place with 21.0. The CAB report two weeks before had shown *Lux Theatre* third, Charlie McCarthy fourth and Red Skelton tenth.

Other leading programs and their CAB ratings were Fred Allen, 20.1; Walter Winchell, 19.6; Jack Benny, 19.5; *Screen Guild Players*, 19.2; *Kraft Music Hall*, 19.0; *Mr. District Attorney*, 18.7; *Eddie Cantor Show*, 17.1; *Amos 'n Andy*, 16.9; *Sealtest Village Store*, 16.5; *Abbott and Costello*, 16.2; *Aldrich Family*, 16.1; *Truth or Consequences;* 15.7; *Joan Davis Show*, 15.2; *Dr. Christian*, 14.7; *Big Town*, 14.5; *Kay Kyser*, 14.5.

Average popularity rating for evening network shows was 9.3, up 0.4 from the last report and the same as a year ago. Average evening sets-in-use from 6-10:30 P. M. was 28.8, up 0.5 from the last report and down 0.2 from a year ago. Average sets-in-use from 10:30-11:30 p.m. was 19.9, same as the last report but down 1.0 from a year ago.

* * *

Canadian Ratings

Charlie McCarthy becomes most popular evening program in Canada replacing *Fibber McGee and Molly* in the February national evening ratings issued by Elliott-Haynes Ltd., Toronto. *Charlie McCarthy* shows program rating of 39.8, sets in use 51.4. *Fibber McGee and Molly* follows with program rating of 38.5, with *Radio Theatre* in third place with 36 rating. Next seven most popular programs in Canada are *Music Hall*, 24.8, *Green Hornet* (Canadian origination) 23.6, *Request Performance* 22.8, *Bob Hope* 21.5, *Album of Familiar Music* 21.2, *NHL Hockey* (Canadian origination) 21.1, and *Treasure Trail* (Canadian origination) 20.8.

Five leading French evening shows are *Nazaire et Barnabe* 38.5, *Troubillion de la Gaiete* 38.3, *Un Homme et Son Peche* 36.2, *La Ralliement du Rire* 33.4, and *En Chantant dans le Vivoir* 32.

ALLIED RADIO Corp., Chicago, has published its 1946 catalog, "Everything in Radio and Electronics."

6000 SUNSET RADIO, Center Bldg., Hollywood, has appointed The Tullis Co., Los Angeles, to handle advertising. New building is owned and operated by Frank Burke Sr., head of KFVD Los Angeles.

SYMBOLS *in the* SKY . . .

● Ancient superstition linked man's destiny to this picturesque merry-go-round of odd figures that we call "the Signs of the Zodiac." Today we live and do business by more realistic symbols.

For instance, in the skies over Baltimore there's the symbol—WCBM. Not superstition, but hard, cold facts have convinced radio time-buyers that these letters mean year-round, economical coverage of the Baltimore market. Sponsors who have linked their names to WCBM have attained results that are satisfying and significant. Are you getting the most out of your efforts in this large and profitable market?

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

JOHN ELMER, *President*

GEORGE H. ROEDER, *General Manager*

New York AFRA Meet

NEW YORK chapter of AFRA on Feb. 28 will hold its first membership meeting since the election of new officers. Clayton Collyer is new president. Vice presidents are Margaret Speaks, Ben Grauer, Alan Bunce, Jack Arthur, Ned Wever; treasurer, Luis Van Rooten; recording secretary, George Hicks.

Club Drafting Rules

PIONEER TELEVISION Club of Washington is in the process of drafting its objectives. As unsettled as television itself, the group is in the process of deciding whether to restrict membership and strive for better programs, educational features and a minimum of commercialism, or to accept all comers and promote television in general. Club is considering expansion into a national organization. Members are both laymen and professional telecasters.

MR. REINSCH'S OTHER ACTIVITIES

Questions at Cincinnati Station Hearing Bring Out Various 'Interests'

JAMES LEONARD REINSCH, testifying last Wednesday at a consolidated hearing for competing applicants for 630 kc, detailed his career in broadcasting, his present job as managing director of the James M. Cox radio stations (WHIO WIOD WSB), his education and experience, and his connection (president and stockholder) with Queen City Broadcasting Co., which is seeking 630 kc in Cincinnati.

Another connection, not mentioned in direct testimony but already well known to all, was brought good-naturedly into the record through the devious ways of cross-examination, in which the queries and answers ran, in effect, as follows:

Q.—Without inquiring into particularities, you do have some activities other than those for the Cox stations?

A.—Extra-curricular activities, yes.

Q.—On a sustaining basis?

A.—Yes.

Q.—If your application for a station is granted, do you intend to continue your activities?

A.—I would help clear up projects already under way for the Cox interests, but my chief interest would be the broadcasting station in Cincinnati.

Q.—But would you continue *these other* activities?

A.—That would depend upon the gentleman for whom I do those activities.

Q.—But you might continue them?

A.—Not as extensively as in th past.

Q.—To make the record intelligible, let's specify what these other activities are.

A.—Working with the Presiden on radio speeches.

Q.—Er— the president of what?

A.—President Harry S. Truman of the United States.

Hearing on 1460 kc Scheduled Mar. 21

WHEC Increase of Power Also To Be Heard That Date

AN ORDER postponing from Feb. 18 to March 21 the consolidated hearing on three applications for new standard stations on 1460 kc in Albany, N. Y., and the request of WHEC Rochester to increase power on the same frequency was released by the FCC last Monday.

Two of the applicants, Fort Orange Broadcasting Co. and Van Curler Broadcasting Corp., had asked that the hearing be continued until the Supreme Court decides whether the FCC was within its rights in revoking (on hidden ownership grounds) the license of WOKO Albany, which also operates on 1460 kc. If the Supreme Court rules against the FCC (as did the U. S. Court of Appeals for the District of Columbia), the 1460 kc frequency would not be available in Albany.

Commission spokesmen explained that WHEC contends it would not be affected, and that FCC will study this contention during the continuance period and withdraw the WHEC request from the consolidated proceeding if such action appears advisable. The Commission will then decide whether to hear the applications as scheduled or grant another continuance.

WHEC seeks to increase power from 1 kw day and 500 w night to 5 kw fulltime with directional antenna at night. Fort Orange is seeking a fulltime station on 1460 kc with 5 kw power using directional antenna at night; Van Curler seeks the same without directional antenna. The other applicant, Albany Broadcasting Co., requests the frequency with 1 kw day and 500 w night.

Script to Mrs. F. D. R.

ELEANOR ROOSEVELT was presented last week in Frankfurt, Germany, with a silver folder containing an embossed script and a transcription of a specially written program about the friendship of the late President Franklin Delano Roosevelt and Harry Hopkins titled, "A Man, A Friend, and A Promise." Script was written by Sgt. Alan Surgal, AFN Frankfurt continuity editor and prior to Army service radio writer in Chicago and New York.

Return Delayed

RETURN of the Stradivari Orchestra originally scheduled Feb. 24 on ABC under sponsorship of Prince Matchabelli Perfumery Inc., has been postponed to March 3.

BEAUMONT
ORANGE
PORT ARTHUR
TEXAS
ORANGE
BEAUMONT
PORT ARTHUR

You Can Believe In This Sign!

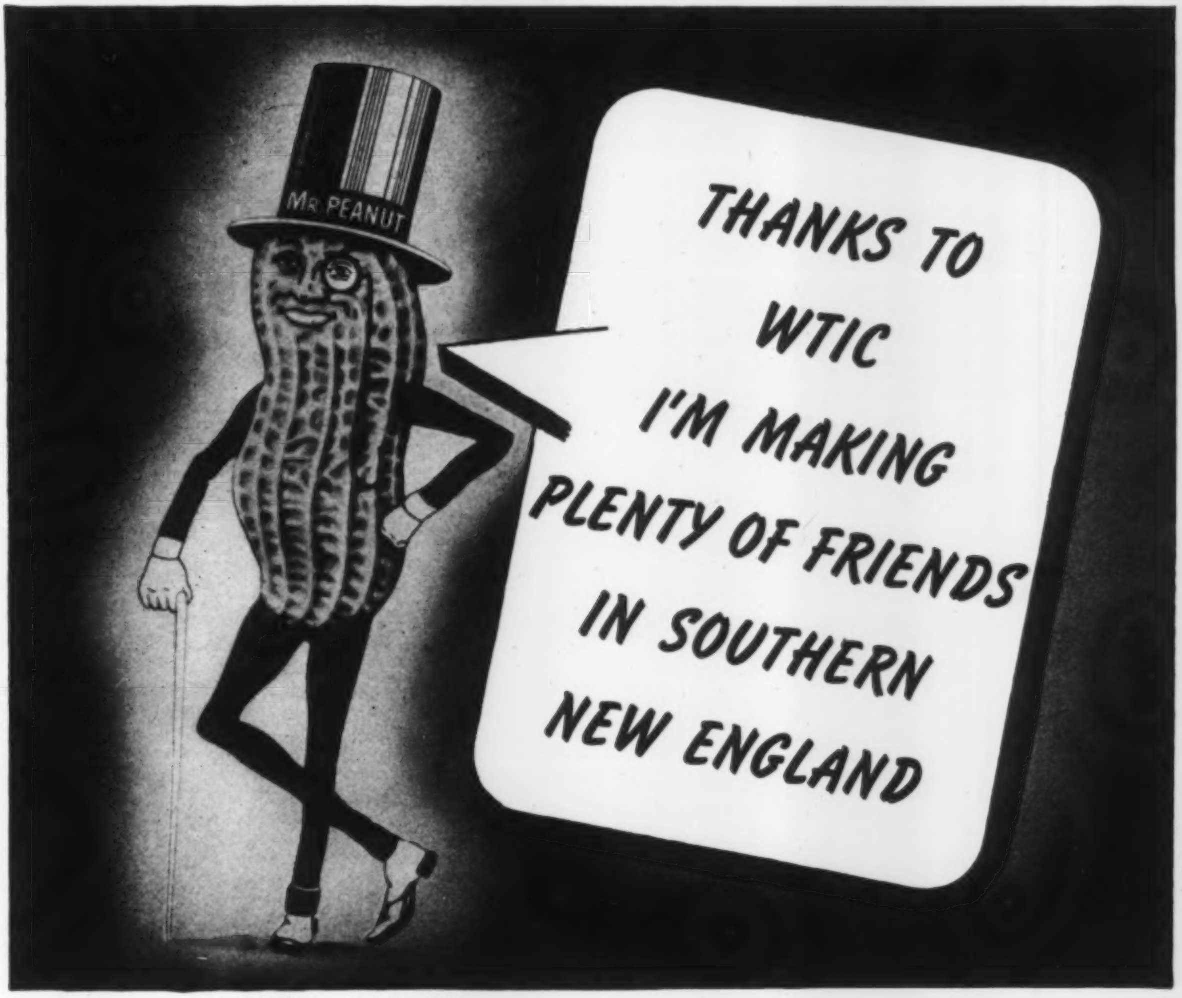
All signs around this area point to one thing . . . that KFDM is your answer to coverage of the Rich Sabine Area! KFDM is the only major network station covering the three key cities of this 584 million dollar effective buying income market . . . Beaumont, Port Arthur, and Orange. Penetrate these Gulf Coast cities with expanding PERMANENT INDUSTRIES now . . . they're growing by leaps and bounds!

KFDM
BEAUMONT TEXAS
560 K.C., 1,000 WATTS
MEANS BUSINESS
SERVING THE
**MAGNETIZED
SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

AFFILIATED WITH AMERICAN BROADCASTING CO., INC.

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN
Radio Sales


Mr. PEANUT
THANKS TO WTIC I'M MAKING PLENTY OF FRIENDS IN SOUTHERN NEW ENGLAND

MR. PEANUT (Reg. U.S. Pat. Off.)

On August 4, 1942, PLANTERS PEANUTS assumed the sponsorship of WTIC's 6:00 to 6:15 P.M. news program, three times weekly. Today, after almost four years of continuous broadcasting, the success of this association is perhaps best indicated by the following statement from J. Walter Thompson Company, Planters' advertising agency:

"Length of broadcasting alone speaks for the satisfaction received from using WTIC . . . particularly in these past years of material shortages and distribution difficulties."

Naturally, we are pleased with the result which this radio promotion has achieved. It is merely another example of what happens when products of fine quality . . . like PLANTERS . . . are brought to the attention of WTIC's responsive listeners.

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

"Throw Your Voice Where It Will Do the Most Good!"

TAXES PAID HERE!
99% DISCOUNT IF PAID NOW!

Originators of many great programs, headlined by "The Lone Ranger" and "The Green Hornet", WXYZ is one of the few stations that regularly originates and produces programs for national networks outside of New York, Chicago and Hollywood. Over 300 radio stations throughout half the world regularly air productions originating from the studios of WXYZ.

(Key Station of the Michigan Radio Network)
Affiliated with the American Broadcasting Company, Inc.
Owned and Operated by the
KING-TRENDLE BROADCASTING CORPORATION
1700 Stroh Building • Detroit 26, Michigan
Represented by the Paul H. Raymer Co.

WXYZ

Seven FM Station Grants Announced

Total Reaches 330; Baltimore Gets Six, Annapolis One

TOTAL conditional grants issued by the FCC for FM stations reached 330 last week with authorization for seven more stations. The Commission made six grants to Baltimore and one to Annapolis, all for metropolitan stations.

Together with the 124 applications designated or scheduled for hearing, the Commission has now taken initial action on 454 FM cases. As of last week, there were still 278 FM applications to be acted upon.

Three of the grants last week were to Belvedere Broadcasting Corp., and the A. S. Abell Co., both of Baltimore, and Capital Broadcasting Co., Annapolis, Md., newcomers. Belvedere is owned jointly by Thomas F. McNulty and Bernard G. Peter. The former is a member of the Maryland State Legislature and district manager of the Reliance Life Insurance Co. Mr. Peter is Assistant State's Attorney for Baltimore City and was formerly in the printing and publishing business.

The Annapolis company has as its officers: John W. Downing, president; William G. McWilliams, vice president; A. Walter Kraus, secretary; and F. Marion Lazenby, treasurer.

The Abell Co. is the publisher of the *Baltimore Sun* and the *Baltimore Evening Sun.*

The Commission also set for hearing applications of WJOB Chicago; Central Illinois Radio Corp., Peoria, Ill.; Bieberbach Broadcasting Corp., Waltham, Mass.; and Skyland Broadcasting Corp., Dayton, O.

Grants issued last week follow:

MARYLAND

City	Grantee	Interest in Standard Station	Type of FM Station
Annapolis	The Capital Broadcasting Co.	----	Metropolitan
Baltimore	The Monumental Radio Co.	WCAO	Metropolitan
Baltimore	Baltimore Broadcasting Corp.	WCBM	Metropolitan
Baltimore	Maryland Broadcasting Co.	WITH	Metropolitan
Baltimore	Belvedere Broadcasting Corp.	----	Metropolitan
Baltimore	The Baltimore Radio Show Inc.	WFBR	Metropolitan
Baltimore	The A. S. Abell Company	----	Metropolitan

Seldom Wrong

HAMILTON GRANT, CJAD Montreal morning newscaster, got a tip from an "unimpeachable" source that a train of home-coming soldiers would arrive at 5 p.m. that afternoon, two hours late. Station was deluged with calls protesting that the railroad, the military and other Montreal radio stations had all given arrival time as 2:45. Double-checking, Grant called Army headquarters. Said the military: "We had thought the train would arrive at 2:45, but CJAD reports it won't arrive until 5:00." The troop train arrived in Montreal at 5:00.

Surplus Disposal Sale Methods to Be Revised

REVISED sales methods for disposal of war surplus electronic equipment will be adopted by War Assets Corp., according to a report to Congress by the expiring Surplus Property Administration. Much of the surplus material is suitable only for salvage or scrap, according to SPA, or not readily adaptable to peacetime use.

Simplified sales technique, through agents or brokers, will be adopted, SPA indicates, since the manufacturer-agents now disposing of surplus goods in some cases are not well equipped for selling. Several conferences looking toward revision have been held by surplus officials and Radio Manufacturers Assn.

AFRA Certified

NLRB announced last Monday that AFRA had been certified as exclusive bargaining agent of staff announcers, actors, singers, commentators and newsmen of KEX Portland, Ore., Westinghouse station, on the basis of a consent election in which eight out of eight eligible voters cast ballots for the AFL union.

Five VA Officers

VETERANS Administration radio services section, public relations, has added five new members to the staff. Charles Dillon, formerly officer in charge, radio programming section, Navy public information, has been appointed chief of VA radio program procurement section. Edward Fisher, released from Signal Corps and G-2 as major, heads the speech writing section. Writer Elizabeth Henney, authority on veterans medical problems, is now specialist on that subject with the VA. Howard Wolfe joins as writer, having formerly been program director with AFRS in Southern France and formerly with WIBC Indianapolis. Louis M. Marks, ex-PRO at Bolling Field, Washington, and with the 9th Air Force, and prior to that with WEST Easton, Pa., is in promotion department.

Nunn Managers Meet

MANAGERS of four Nunn stations are meeting Feb. 24 through Feb. 27 with general office personnel in Lexington, Ky. Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn, stations include WLAP, WBIR, WCMI, KFDA.

To Coin a Phrase...

IT'S "BUY-TIME" ON WJHP...

IT'S "BUY-TIME" ON WCOA...

IT'S "BUY-TIME" ON WTMC...

IT'S "BUY-TIME" ON WDLP...

Buying time on the John H. Perry foursome of stations in Florida is almost as good as having your own mint. Get used to the jingle, jangle, jingle of silver coins coming in. Investment, results, satisfaction — three words that mean more money per minute. The four-star team that covers northern and western Florida markets . . . WJHP, WTMC, WCOA, WDLP.

WJHP — Jacksonville, Florida
WCOA — Pensacola, Florida
WTMC — Ocala, Florida
WDLP — Panama City, Florida

Represented Nationally By:

JOHN H. PERRY ASSOCIATES

Wm. K. Dorman, Gen. Mgr., John H. Perry Associates	John H. Perry, Jr., Vice-Pres. WJHP WCOA WDLP WTMC

Radio Value

(*Continued from page 17*)

noting (not reading) the average newspaper ad.

What happens when an advertiser and his agency get maximum value out of their radio time or their newspaper space?

Radio Ad Costs

In a study by the Assn. of National Newspaper Representatives, "30,000,000 Pantries," the noting cost per thousand families reached ranges from 61 cents for a Wheaties ad to $3.58 for a Royal Crown Cola 495-line ad in another city and up to $4.30 for a 300-line Beechnut ad. The 16 lowest-cost ads in newspapers had an average cost of $2.65 per thousand noting families.

Taking 16 low-cost radio programs including 9 daytime and 7 nighttime in 13 cities (9 CBS, 7 NBC programs) from individual Hooper city reports, costs range from 52 cents for *Woman in White* for Procter & Gamble Co. in Omaha to $2 for Bing Crosby in Buffalo, to reach 1,000 families, or an average cost of $1.06 per thousand families for radio. (See Table I.)

SUMMARY—RADIO VS. NEWSPAPERS

Table Number One

16 LOWEST Cost Newspaper Advertisements				16 LOW Cost Radio Ads In Typical Markets	
Advertiser	Size (lines)	% Reading Women	Cost per 1,000 Readers*	Cost per 1,000 Listeners	Program— D-Daytime E-Evening
Wheaties	130	53%	$ .61	$ .52	Woman in White D
Fleischmann's	175	33	1.50	.54	Ma Perkins D
Lipton's Tea	185	26	1.69	.75	Young Widder Brown D
Royal Crown	175	19	1.79	.79	Life Can Be Beautiful D
Land-O-Lakes	150	31	1.88	.85	Big Sister D
Armour & Co.	154	39	1.91	.87	Big Town E
Eagle Milk	152	15	2.35	.88	Fibber McGee E
Fels Naptha	102	12	2.44	.93	Aunt Jenny D
Lever-Spry	312	31	2.72	.96	Our Gal Sunday D
Ivory Soap	297	24	3.09	1.07	Screen Guild Players E
Kelloggs All-Bran	480	41	3.16	1.01	When a Girl Marries D
Pillsbury's	326	29	3.22	1.18	Romance of Helen Trent D
Royal Crown	495	31	3.58	1.48	Mr. District Attorney E
Wilson & Co.	322	32	3.96	1.48	Bob Hope E
Heinz Ketchup	312	26	4.14	1.67	Aldrich Family E
Beechnut	309	21	4.30	2.00	Bing Crosby E
		Average	$2.65	$1.06	Average

*Includes 10% for preparation.

(These are not the lowest cost radio ads but are taken from individual Hooper city reports just as the newspaper costs were taken from the individual newspaper city reports. They actually are considerably more conservative than newspaper figures because they represent average radio listening to these programs over a period of from two to five months; newspaper ads were onetime shots.)

Effectiveness

Effectiveness of all national advertising in one newspaper set against the average audience of all network programs on a single station shows these figures for six cities:

Cost per 1,000 families in Pittsburgh, $1.36 for radio, $10.38 for newspapers; in Providence, $4.25 for radio, $9.51 for newspapers; in Minneapolis, $2.65 for radio, $9.60 for newspapers; in Columbus, $4.15 for radio, $13.73 for newspapers; in Louisville, $2.80 for radio, $6.41 for newspapers; in Cincinnati, $1.05 for radio, $6.90 for newspapers.

(Figure arrived at in Pittsburgh, for example, by taking Advertising Research Foundation report on one issue of the *Pittsburgh Sun-Telegraph*, with 17 national ads averaging 269 lines, with average space cost of $107; on the average, 6.1% of readers saw each ad, giving $10.38 as average cost-per-thousand people who noticed an advertisement. Average Hooper ratings of all network programs on KDKA applied against station's circulation, giving total number of people who heard some part of these programs; time and talent cost of daytime and evening programs applied against number of listeners, giving $1.36 per 1,000.) See Table II.

Table Number Two

	RADIO per 1,000 families listening	NEWSPAPERS per 1,000 families noting
Average costs	$5.30	$8.28
Low costs	1.06	2.65
CITY BY CITY COSTS—		
Pittsburgh	1.36	10.38
Columbus	4.15	13.73
Providence	4.25	9.51
Minneapolis	2.65	9.60
Louisville	2.80	6.41
Cincinnati	1.05	6.90

Four women's magazines—*Ladies' Home Journal, Good Housekeeping, McCall's, Woman's Home Companion*—have an average page cost for all four of $39,000, delivering a gross advertising opportunity of 13,750,000 families. With 10% added for art work and production, cost is $43,000 for a page ad in all four magazines. Average noting—percent of people having seen any part of the average ad—for magazines is 43%. (This is

(*Continued on page 42*)

TRUSCON engineers are ready to help you plan your radio tower installation for maximum efficiency

• Truscon engineers will help you select proper types and heights of towers for optimum efficiency.

• Truscon engineers have behind them over forty years of experience in the development and fabrication of steel products.

• Truscon engineers have designed towers to meet each advance in radio broadcast technique.

CALL IN TRUSCON ENGINEERS during the early stages of your plans for antenna installations. Their experience assures satisfactory, trouble free operation today—tomorrow—and during the years to come.

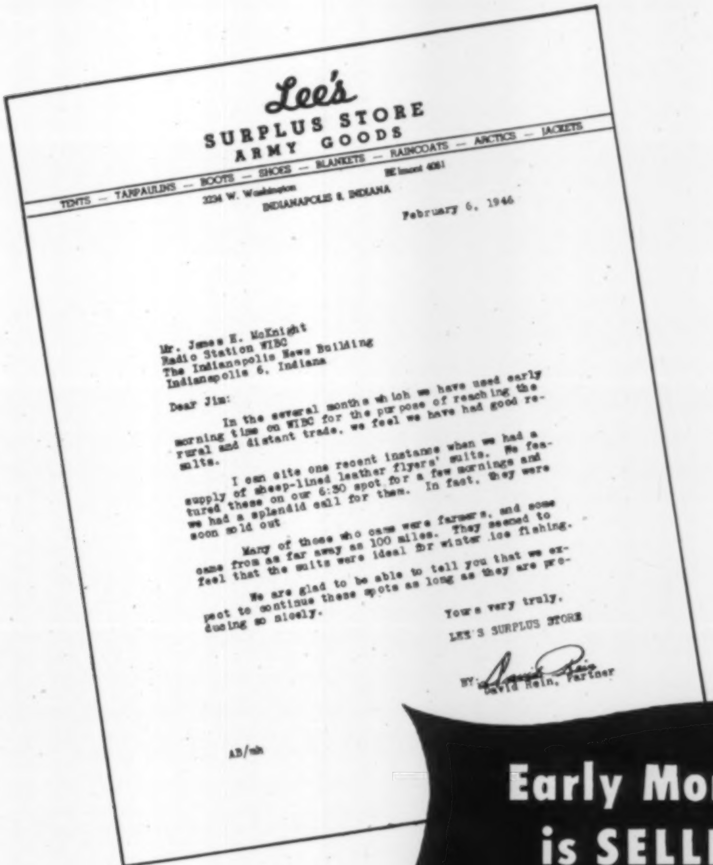
1946 is the year of decision and transition. Truscon can help toward the correct antenna decision—toward orderly and efficient transition to the newest in radio.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY

YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.



Lee's
SURPLUS STORE
ARMY GOODS
TENTS — TARPAULINS — BOOTS — SHOES — BLANKETS — RAINCOATS — ARCTICS — JACKETS
3234 W. Washington
BElmont 4061
INDIANAPOLIS 8, INDIANA

February 6, 1946

Mr. James E. McKnight
Radio Station WIBC
The Indianapolis News Building
Indianapolis 6, Indiana

Dear Jim:

In the several months which we have used early morning time on WIBC for the purpose of reaching the rural and distant trade, we feel we have had good results.

I can cite one recent instance when we had a supply of sheep-lined leather flyers' suits. We featured these on our 6:30 spot for a few mornings and we had a splendid call for them. In fact, they were soon sold out

Many of those who came were farmers, and some came from as far away as 100 miles. They seemed to feel that the suits were ideal for winter ice fishing.

We are glad to be able to tell you that we expect to continue these spots as long as they are producing so nicely.

Yours very truly,
LEE'S SURPLUS STORE

BY: David Rein
David Rein, Partner

AB/mh

Early Morning Time is SELLING TIME on WIBC

• Typical of the results being obtained by WIBC advertisers from early morning time are those reported in the above letter from a sponsor who used his regular 6:30 spot for a few days to feature sheep-lined, leather flyers' suits.

It seems that these cold-weather coveralls were a much needed item in the male wardrobe—particularly for such purposes as ice fishing—because so many farmers and sportsmen, some of them from points as distant as 100 miles, beat a path to this merchant's door that a sell-out of the entire stock soon resulted.

All of which just goes to show that in the good State of Indiana, a lot of people regularly beat the sun out of bed . . . and start the day by tuning in the strong, clear signal of WIBC at 1070 on their dials. So if you're wise to these Hoosier ways, you'll take top dividends on your radio dollar by scheduling WIBC . . . where early morning time is *selling time!*

* * *

JOHN BLAIR & COMPANY · National Representatives

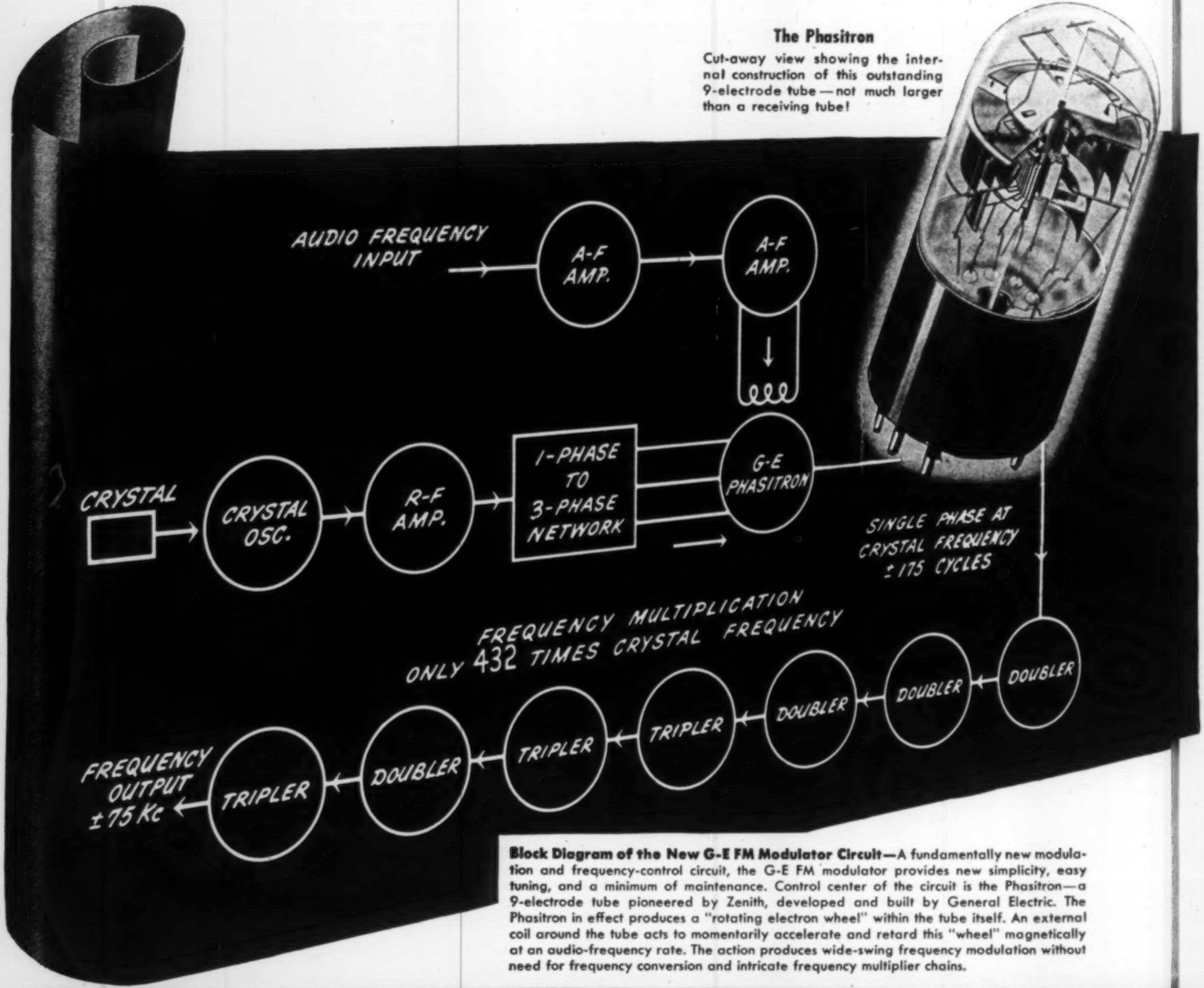
OWNED AND OPERATED BY
THE INDIANAPOLIS NEWS

WIBC

MUTUAL OUTLET IN INDIANAPOLIS

FM BROADCAST

- Direct crystal control
- One crystal
- Less distortion
- Modulation independent of frequency control
- Lower noise level
- Greater frequency stability
- Fewer tubes
- Fewer circuits and controls


AUDIO FREQUENCY INPUT
A-F AMP.
A-F AMP.
CRYSTAL
CRYSTAL OSC.
R-F AMP.
1-PHASE TO 3-PHASE NETWORK
G-E PHASITRON
SINGLE PHASE AT CRYSTAL FREQUENCY ± 175 CYCLES
FREQUENCY MULTIPLICATION ONLY 432 TIMES CRYSTAL FREQUENCY
DOUBLER
DOUBLER
DOUBLER
TRIPLER
TRIPLER
DOUBLER
TRIPLER
FREQUENCY OUTPUT ± 75 Kc

The Phasitron

Cut-away view showing the internal construction of this outstanding 9-electrode tube — not much larger than a receiving tube!

Block Diagram of the New G-E FM Modulator Circuit—A fundamentally new modulation and frequency-control circuit, the G-E FM modulator provides new simplicity, easy tuning, and a minimum of maintenance. Control center of the circuit is the Phasitron—a 9-electrode tube pioneered by Zenith, developed and built by General Electric. The Phasitron in effect produces a "rotating electron wheel" within the tube itself. An external coil around the tube acts to momentarily accelerate and retard this "wheel" magnetically at an audio-frequency rate. The action produces wide-swing frequency modulation without need for frequency conversion and intricate frequency multiplier chains.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

160-E2-6914

EVERYTHING IN RADIO—TELEVISION—ELECTRONICS

TRANSMITTERS...

use this revolutionary

NEW CIRCUIT

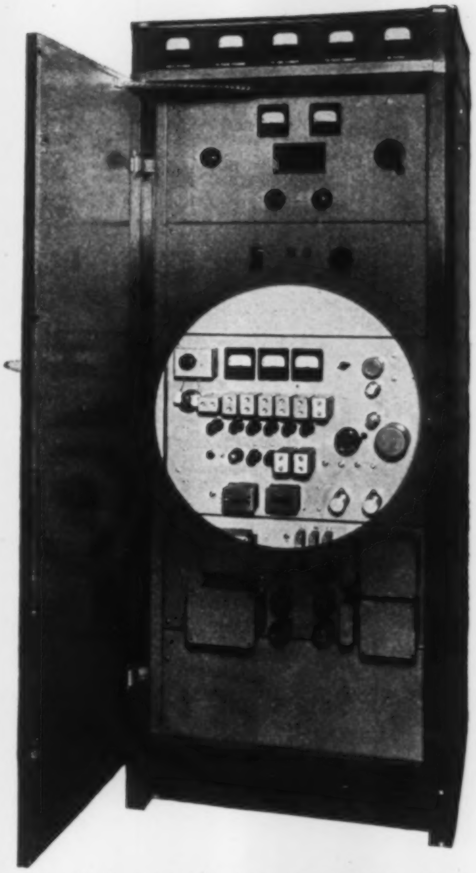
GENERAL ELECTRIC FM transmitters open a new era in broadcasting with a modulator and frequency-control circuit as sweeping in importance as the introduction of crystal control.

Operating under principles of frequency modulation and frequency control completely different than those employed in conventional FM broadcast transmitters, this *simplified all-electronic* circuit makes possible direct frequency control independent of modulation—with a frequency multiplication of only 432! Here is a dependable and straightforward system that uses no frequency conversion, permits extremely wide modulation phase shifts at low frequencies and improves transmitter signal-to-noise ratio. Simplicity with one crystal, fewer tubes, fewer circuits, and fewer components insures greater dependability, makes every G-E transmitter easier to tune and to maintain.

Heart of the G-E FM modulator circuit is the G-E Phasitron—a combined electronic tube achievement of the Zenith Radio Corporation and General Electric Company. This tube is capable of producing directly wide-swing frequency modulation without need for intricate frequency multiplier chains and frequency conversion. With the Phasitron, reactance-tube and crystal-reference circuits are eliminated.

For complete facts about the new modulator circuit and for full technical specifications on General Electric's complete line of FM broadcast transmitters call your G-E broadcast sales engineer, or drop a line to: *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

For earliest possible delivery of your broadcast equipment, place your order now.



New 250-watt G-E FM Broadcast Transmitter BT-1-A—Carrier Frequency Range, 88 to 108 Mc. More than Meets every F.C.C. Specification. The Section in the Circle is the New *All-Electronic* Modulator system that uses only 12 tubes! Ask your G-E broadcast sales engineer for complete data.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

See G.E. for all three!

FM • TELEVISION • AM

★ ★

We Gave Them THE BIRD ...and they Liked it!

About eight years ago . . . in the middle of the night . . . WIP's Pep Boys Dawn Patrol played a special selection, "BLUEBIRD OF HAPPINESS." The listeners liked it. Liked it so much they recently insisted that it be made available for playing at home.

RCA-VICTOR engaged the same Metropolitan Opera star Jan Peerce, who made the original under a nom de song, to make a record of the "BLUEBIRD" and it's selling BIG!

More proof of the fact that they want what they hear on WIP!

★ ★ ★

610 K. C.

MUTUAL'S 3rd MARKET AFFILIATE

5000 WATTS

PHILADELPHIA'S PIONEER VOICE WIP 24 HOURS EVERY DAY

Represented Nationally by GEO. P. HOLLINGBERY CO.

Radio Value

(Continued from page 38)

merely "remembering having seen some part of the ad"; thorough readership figure would drop to 8 or 9%.)

Using the 28,135,000 families with time and talent cost of $16,000 for radio, and average rating of 10.6, a conservative basis is provided since larger ratings in non-Hooper cities are not included and Nielsen reports indicate average audience is 15% to 30% greater than coincidental ratings obtained by Hooper.

Four leading weekly magazines —*Life, Saturday Evening Post, Colliers, Liberty* — forming perhaps the broadest basis for general reading, deliver an advertising potential of 11,300,000 at a cost of $34,000 for space plus 10% for production and art costs, or a total of $38,000, with an average noting of 38%.

These comparisons reveal:

$5.30 per thousand families for radio.

$7.26 per 1,000 families for women's magazines (35% more than radio).

$8.75 per 1,000 families for weekly magazines (65% more than radio).

What does a dollar buy in each of the three media? (see chart.)

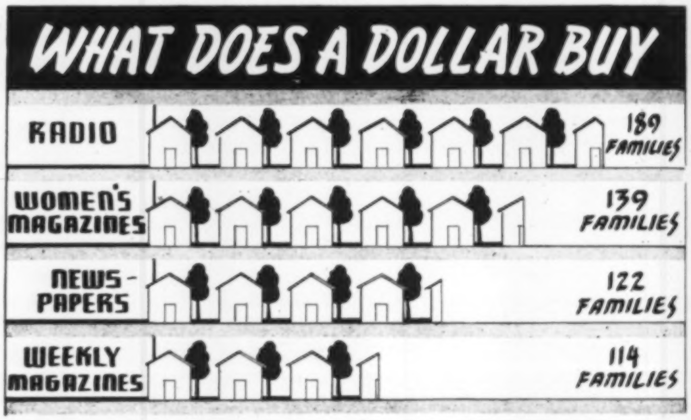
The radio dollar buys 189 families listening to the average minute of the average 30-minute program.

The newspaper dollar buys 122 families seeing any part of the average 650-line national ad.

The women's magazine dollar buys 138 families noting the average full-page ad.

The weekly magazine dollar buys 114 families noting the average full-page ad.

Using the highly conservative figures representing families listening to the average minute of the broadcast, and by comparing them with the largest figures available to represent noting of printed advertising, it is shown that printed media cost from 35% to 65% more than radio.



ABC Sunday Change

H. FENDRICH Inc., Evansville, Ind. (cigars), Feb. 24 dropped ABC *Smoke Dreams* series, Sun. 2-2:30 p.m. CST. Advertising budget has been reduced with lifting by OPA of bulk tobacco prices, sponsor stated. Agency is Ruthrauff & Ryan, Chicago. Part of ABC period will be taken April 7 by William S. Scull Co., Camden, N. J. (Boscul Tea). A new show, *A Present from Hollywood*, 2-2:15 p.m. will feature dramatic excerpts from popular motion pictures enacted by New York radio actors and a weekly prize for listener submitting best letter on why he likes Boscul Tea. Agency is M. H. Hackett Co., New York.

Name San Juan Office

PAN AMERICAN Industries of New York, Puerto Rico and Dominican Republic, has appointed McCann-Erickson's San Juan office to handle advertising of Presidente Beer and Coca Cola in the Dominican Republic, effective immediately. Spot radio campaign is being used in Dominican Republic for these products.

Lime-Cola Plans

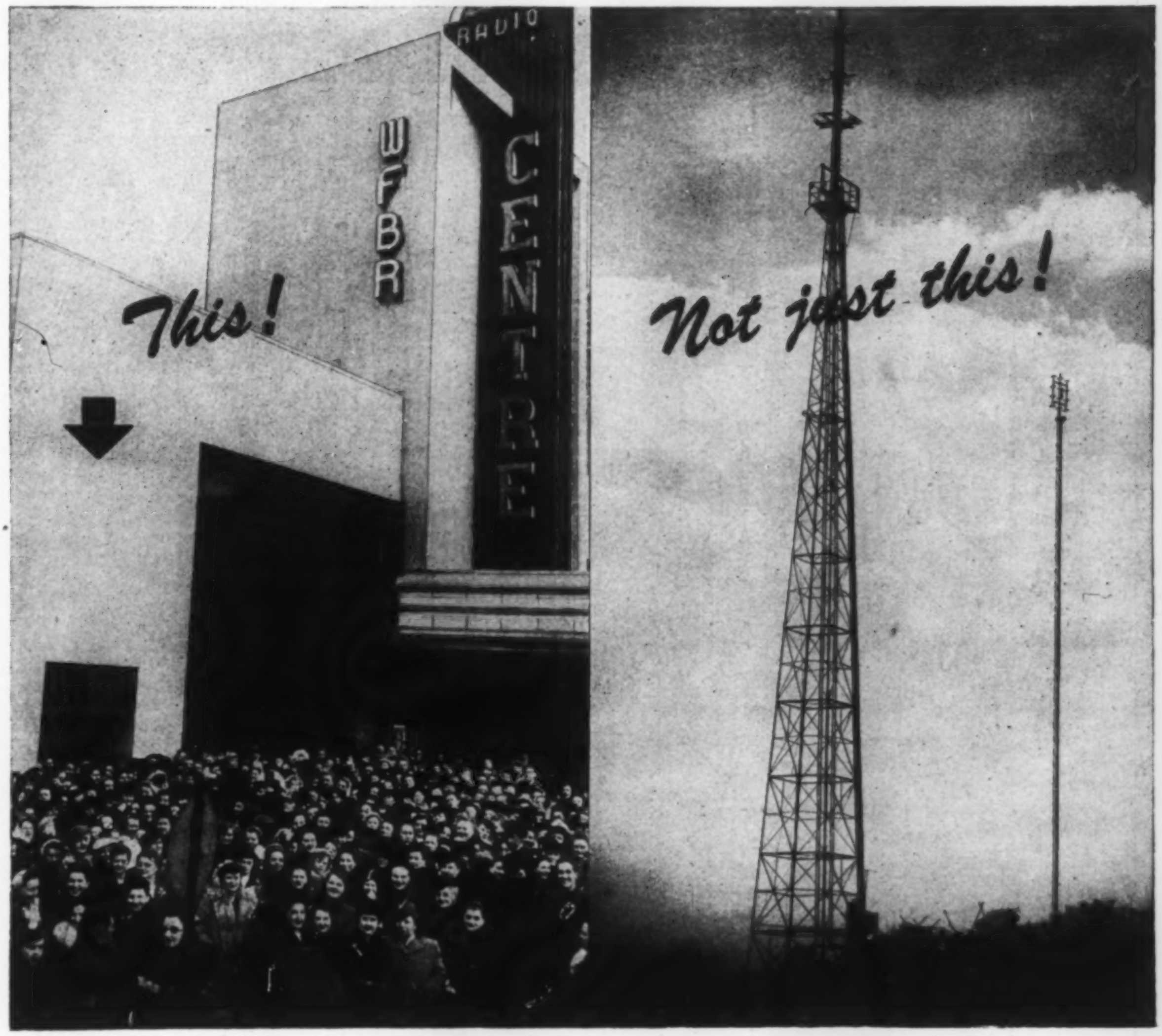
LIME-COLA Co., Montgomery, Ala., and the Lime Cola Export Co., have appointed Norman A. Mack & Co., New York, to handle advertising. Radio will be included in campaign which will be set about March 15.

Moves to ABC

SOUTHERN COTTON OIL Co., New Orleans (Wesson Oil and Snowdrift), sponsors of *Try'n Find Me*, Mon.-Fri. 3-3:15 p.m. on CBS switches early in March to 4:15-4:30 p.m. on 79 ABC stations, five times weekly. Agency is Kenyon & Eckardt, New York.

WGY Wins Plaque

GENERAL ELECTRIC plaque, awarded annually to one of ten stations now or formerly operated by NBC for efficiency of technical operations of transmitters, has been won by WGY Schenectady for 1945. WGY also won in 1944. In 1945 WGY, during a total of 6,878 hours, 7 minutes on the air, lost only one minute, eight seconds due to personnel errors or equipment failures.



WHY BUY HALF A LOAF?

To Baltimoreans, there is only ONE *real radio station* . . . WFBR

Yes, WFBR alone attracts huge studio audiences, visitors in large numbers . . . and gives advertisers the goodwill of Baltimore's only complete radio service. Only here do you get crowds of daily visitors—product displays and all the glamor of Radio City in smaller replica. No wonder successful advertisers have concentrated on WFBR for over a decade—day in and day out—year in and year out. For WFBR gets results. And in Baltimore, WFBR is a living, breathing radio station — not just a tower or a spot on the dial — it's Baltimore's Big Home Town Radio Station. It is *your* best buy in the nation's 6th largest market.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR

PHASE-SHIFT MODULATORS FOR FM BROADCASTING

Before the war, REL was the only manufacturer of FM broadcast transmitters who advocated the use of the Phase-Shift method of producing Frequency Modulation. REL transmitters have always employed this method because of the very high order of stability and the low distortion characteristics that are inherent in the system.

It is with considerable pride, therefore, that we now find our judgment confirmed through the introduction to the art of crystal controlled phase-shift arrangements that have been engineered by other manufacturers. It is certain that their decision to adopt the basic principle of the Armstrong Modulator will be helpful to the FM industry as a whole.

We do not believe that the circuitry employed to produce a phase-shift is as important as the recognition that the Phase-Shift principle is the best. We do contend, however, that the performance and reliability of the dual channel Modulator by REL cannot be surpassed, and we predict that the operating data on all systems that will soon become available to the industry will establish this fact.

REL built the first commercial Phase-Shift Modulator in 1938 and has built a substantial quantity of them during the last eight years. The experience gained over these years makes it possible for REL to offer the most advanced designs and insures the highest quality of performance and reliability.

REL

Sales Representatives

Southeast
John F. Bivins
1006 Wellington Rd.
High Point, N. Carolina

Midwest
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

Pacific Coast
Norman B. Neely Enterprises
7422 Melrose Avenue
Hollywood 46, Cal.

Electronic Supply Co.
112 North Main St.
Anderson, S. Carolina

Michigan
M. N. Duffy & Co., Inc.
2040 Grand River Ave. W.
Detroit, Mich.

PIONEER MANUFACTURER OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

NBC Long-Term International Program Project Is Officially Adopted by AAUN

AMERICAN Assn. for United Nations has officially adopted NBC's United Nations Week scheduled for observance the first week in September, it was announced last Tuesday by Clark Eichelberger, director of AAUN, and Sterling Fisher, in charge of the project for NBC.

A leading educational group devoted exclusively to fostering United Nation's understanding with 12 regional offices and 61 branches in American cities, the AAUN will ask governors of states to proclaim state wide observance of the United Nations Week.

Previously the National Education Assn., whose membership includes 850,000 teachers, started its plans for observance this week in America's schools. NBC's affiliated stations are also planning special local activities.

AAUN is planning special pamphlets, folders and posters for distribution through its organization. Pieces will carry a key note motto to be chosen jointly by AAUN and NBC, as well as the official seal on the United Nations charter.

According to plans announced by Dr. James Rowland Angell, NBC public service counselor. Keystone of plan is a "United Nations Week" to be observed nationally by NBC and locally by its affiliates during opening week of the first meeting of the United Nations General Assembly, expected to be held in September in New York. During that week, NBC will hold a conference of broadcasting educators and program executives of member nations of the UNO to develop an exchange of cultural programs. Starting at that time NBC will set aside a weekly half-hour for special programs. Period subsequently would be used for exchange programs.

NBC affiliate stations during the week will arrange civic and cultural activities, including public meetings and special broadcasts locally on the UNO theme. The National Educational Assn., which will observe United Nations Week in schools throughout the country, will coordinate its activities with those of NBC, it was stated.

Beginning in June, NBC *Our Foreign Policy* program will be devoted to broadcasts on operations of all UNO organizational units. This program will be augmented by *Music of the United Nations, Home Around the World* and *Tales of the World* and *Tales of the Foreign Service* which will replace current *University of the Air* programs beginning with summer months.

Material for foreign service programs will be taken from State Dept. Foreign Service Office files.

In announcing project, which will be under supervision of Sterling Fisher, director of *NBC University of the Air*, Mr. Angell said it "effects a new concept in the use of broadcasting as a world-wide medium of understanding and cooperation."

William B. Benton, Assistant Secretary of State, said: "As a positive contribution to the building of an enduring peace, the development of genuine mutual understanding among peoples is perhaps the surest way of removing the threat of the atom bomb, and that is an end and aim of statesmen throughout the world. It is gratifying, therefore, to find NBC initiating a broad project built around the United Nations and devoting programs to questions of foreign relations."

AMA Chapter Starts On Annual Competition

NEW YORK CHAPTER of the American Marketing Assn. last week began distribution of application forms in its 1945 competition for marketing leadership.

Annually the AMA chapter makes one award for leadership in marketing and presents nine citations for meritorious service in marketing to individuals in the U. S. who have contributed most toward the advancement of "the science of marketing."

Judging board consists of George H. Allen, CAB chairman; Prof. Dale Houghton, New York University; D. E. Robinson, LaRoche & Ellis; Philip Salisbury, *Sales Management;* H. Gould, *This Week;* Rene Pepin, McCann-Erickson; Virgil Reed, J. Walter Thompson Co.; H. A. Richmond, Metropolitan Life Insurance Co.; and Will S. Johnson, Vick Chemical Co.

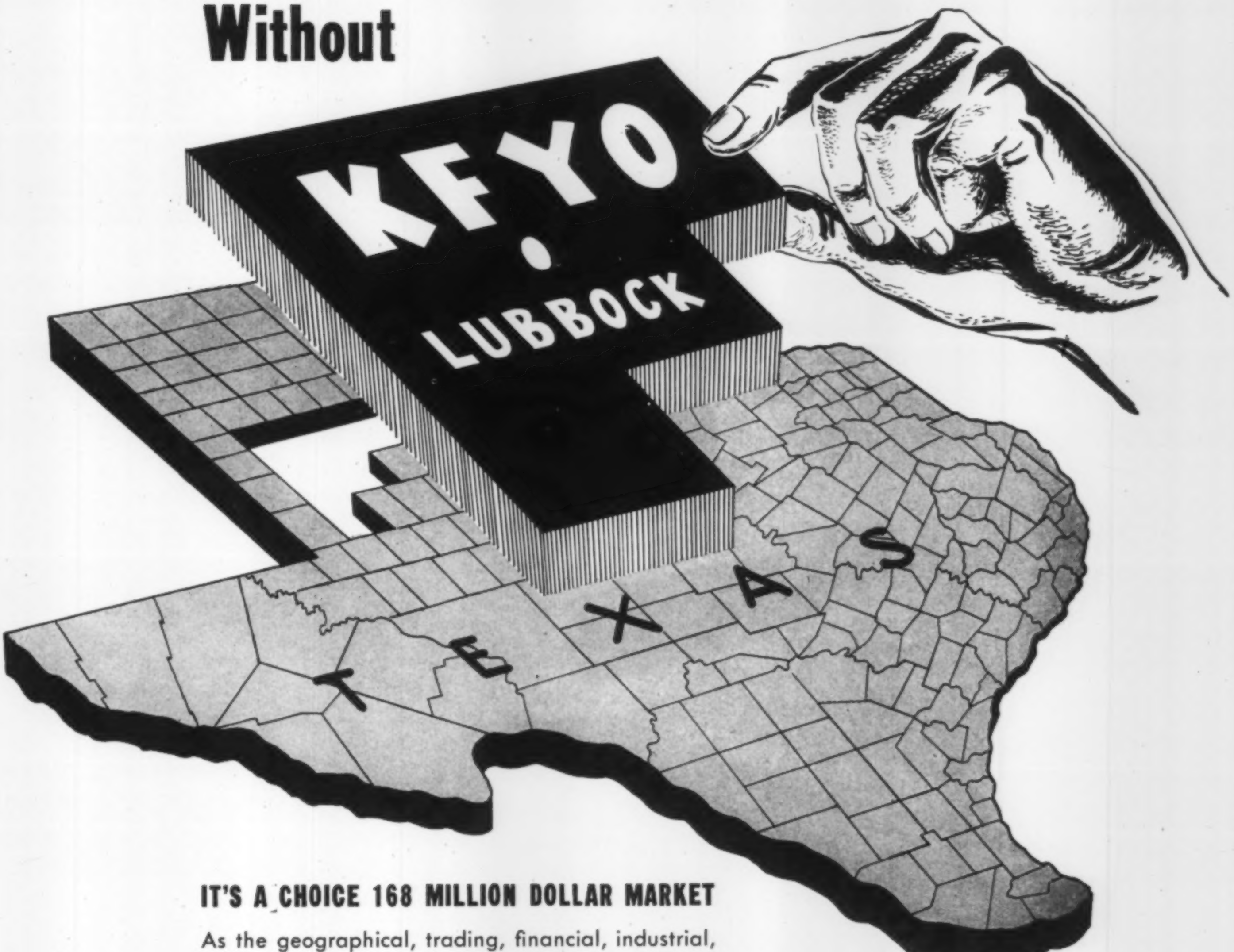
CBS STATION BOARD HEARS VIDEO PLANS

CBS AFFILIATES Advisory Board met last week in New York for its first conference of 1946. Television planning occupied an important part of the agenda. The meetings, Feb. 21-22, included a demonstration of CBS full-color television and discussions by CBS engineers and executives on costs and methods of operating telestations.

Board members in attendance were: I. R. Lounsberry, WKBW Buffalo; E. E. Hill, WTAG Worcester, Mass.; Clyde Coombs, KARM Fresno, Calif.; F. C. Eighmey, KGLO Mason City, Ia.; C. T. Lucy, WRVA Richmond; Clyde Rembert, KRLD Dallas; John Rivers, WCSC Charleston, S. C., and W. H. Summerville, WWL New Orleans. George J. Higgins of KSO Des Moines, attended in place of Arthur Church, KMBC Kansas City.

CAST of "Wings Over Jordan" (all-Negro radio and concert choir), has returned to U. S. after a ten month USO Camp Shows tour of ETO and March 3 will resume its regular broadcast Sunday morning on CBS.

You Can't Complete This Picture Without



IT'S A CHOICE 168 MILLION DOLLAR MARKET

As the geographical, trading, financial, industrial, commercial, and educational center, Lubbock is the hub of a vast territory comprising sixteen West Texas Counties, known as the South Plains of Texas Area. To reach this great area, use the station that has a corner on this market—KFYO—the only station dominating this area with a consistent clear signal!

VOICE OF THE
SOUTH PLAINS OF TEXAS
1340 ON THE DIAL

KFYO

LUBBOCK, TEXAS

•

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.
AND

TAYLOR-HOWE-SNOWDEN *Radio Sales*

Jap School Radio

RADIO last week replaced textbooks for Japanese school children in the sixth grade or higher. Book instruction, banned recently because of ideological content, is now supplanted by broadcasts each Thursday morning over a Japan-wide hookup. Opening of new project coincided with the release of a four-month report by Brig. Gen. Ken Dyke, chief of the Civil Information and Education Section, now in this country recruiting skilled civilian personnel. Gen. Dyke cited a recent survey that fewer than one-third of Japan's elementary and middle class schools had adequate radio facilities.

Sidelights to NARBA Conference

(See story in this issue)

MEMBERS of Mexican delegation visited FCC monitoring staton and laboratory at Laurel, Md. Wednesday afternoon. Shortly after visitors left Washington at 1 p. m. Dr. Luis Machado of Cuba, chairman of Juridical Committee, called a session for 4 p. m. In absence of Mexican members, committee meeting was postponed until Wednesday night.

* * *

SR. CARLOS MARISTANY, Undersecretary of Communications, Cuban Government, and chairman of Cuba's delegation, stricken with flu last week, confined to his Shoreham Hotel room, leaving burden of Cuba's work on shoulders of Dr. Luis Machado, vice chairman.

* * *

"HORSE TRADING" was in evidence last week as the Cubans met with U. S., Bahamas, Canada and Mexico in informal sessions so that Cuba might go back home with something. FCC Commissioner E. K. Jett, U. S. delegation chairman, succeeded in paring Cuba's earlier demands.

* * *

PLAYING no small part in Interim Agreement are Washington communications attorneys and consulting engineers. While official delegates attended formal meetings and social functions, lawyers and engineers burned midnight oil, giving U. S. delegation benefit of their experience and knowledge.

* * *

PAUL D. P. SPEARMAN left a hospital last week to join U. S. delegation night meetings following formal Conference sessions. As counsel for Regional Broadcasters Committee Mr. Spearman has sat in on several U. S. sessions that lasted until midnight. Aiding him is A. L. Ford. Louis G. Caldwell, counsel, and Victor Sholis, director, Clear Channel Broadcasting Service, also are daily participants in U. S. meetings.

* * *

QUIPPED Dr. Luis Machado of Cuba when U. S. delegate told him in this country the clear channel question is pending before FCC: "You Americans are planning for the future and you should. Cuba is trying to catch up with the present."

* * *

SOCIAL functions were at low ebb last week. Original plans were to end the NARBA Conference on Feb. 15. State Dept. and industry planned accordingly. Consequently visiting delegates were "on their own" for entertainment most of the week. At September Rio de Janeiro Conference visiting delegates were showered with cocktail parties, dinners and entertainment.

* * *

MARION H. WOODWARD, chief of FCC International Division and member of U. S. delegation, after three full-day sessions that wound up around midnight, remarked: "The bags under my eyes have handles on them!"

Airline Guests

JAMES O'BRYON, publicity director of Mutual, and William F. Brooks, NBC director of news and special events, flew to Amsterdam Feb. 19 as guests of American Airlines on maiden flight of its new service between New York and Amsterdam. They will return to New York Feb. 26. Mr. Brooks expects to confer with Romney Wheeler, NBC representative in Amsterdam, and to visit Merrill Mueller, in charge of NBC London office, with Henry Cassidy going in from Germany for London meeting.

Question: How many Drugstores are there in the WHAM 43 county primary area?

Answer: 1422 the last time we counted them, all 1422 busy outlets for your WHAM advertised products... 10.8 times the coverage if you bought Rochester alone.

DRUGS

WHAM

ROCHESTER, N. Y.

Your Western New York Salesman

50,000 Watts • Clear Channel • 1180 on the dial • Affiliated with NBC

National Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

School FM Needs Skilled Managers

Willard Stresses Requisites For Educational Outlets

MANAGEMENT of professional calibre must be applied to school and college FM stations, projected under the 88-92 mc spectrum allocation, if they are to be operated successfully and build large audiences, according to A. D. Willard Jr., NAB executive vice president, who addressed on Feb. 20 the Washington, D. C., chapter of the Assn. for Education by Radio.

Since these stations will be subject to budgets and lack the financing of commercial stations, special care should be exercised in selection of managers and program directors, Mr. Willard suggested. He recommended that they seek the counsel of commercial station operators.

Mr. Willard predicted that educational FM stations will record many of the educational programs on commercial stations and channel them to their listeners.

Broadcasting's greatest contribution to mankind is education, Mr. Willard said, pointing to its cultivation of the broad principles of freedom and understanding, elimination of barriers between peoples, and presentation of all viewpoints.

Allied Use of Radio

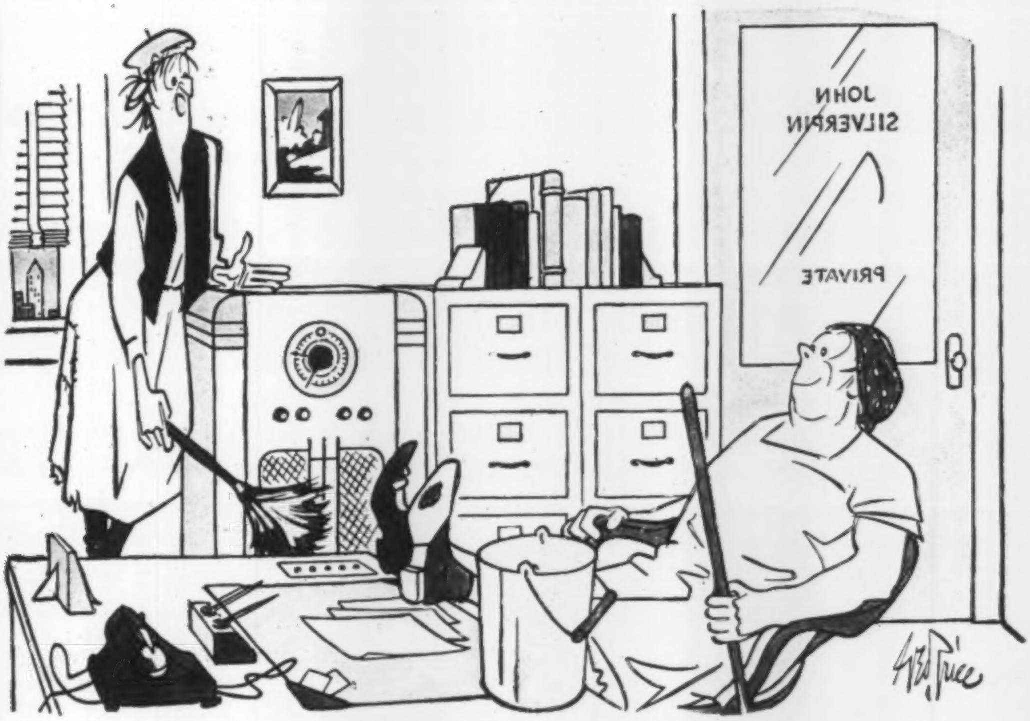
He then referred to the contrary example in many other countries—the criminal use of radio to enslave whole peoples and drive them to savagery and war. This illicit use of the medium was overthrown by the United Nations, he reminded, and noted that the victory was aided tremendously by radio itself as a powerful weapon of strategic warfare.

A trend has developed among victorious nations, especially the United States, toward insistence on free radio for people of congested countries as one of the surest means of preventing war, he said, adding that an unhampered world program of education is a primary safeguard of peace.

The chapter's meeting, was presided over by Hazel Kenyon Markel, president of the chapter and WTOP Washington public service director. Mrs. Gertrude Broderick, secretary, Federal Radio Education Committee, reported on that group's activities. Reports also were heard on local station educational programs and listening experiments in Washington schools.

BBC Report

BBC has spent approximately eight million pounds on overseas and European service excluding home service during period March 1944-1945. Approximately 4.1 million pounds was spent on European services and 3.9 million pounds on overseas operation.



"Why, Mr. Silverpin," I sez to him, "for the best story on network costs, you should . . .

Listen to ABC!"

Just about everybody in the business *is* finding out that ABC has a story to tell about low-cost programming. Rates are lower than those of major competitors—despite the fact that ABC's fast-growing list of top-flight shows is winning more listeners all the time.

Look at the Sunday evening lineup, for instance: *the Radio Hall of Fame, the Sunday Evening Party, Drew Pearson, Don Gardiner, the Quiz Kids, the Sunday Evening Hour, Walter Winchell, Louella Parsons, F. H. LaGuardia, Jimmy Fidler, The Theatre Guild on the Air.* Is it any wonder that so many families everywhere are learning to stay tuned to ABC stations for their news and entertainment?

According to night-time coverage figures, the American Broadcasting Company's 198 stations reach an audience of Twenty-Two Million families from coast to coast—and the figure is climbing steadily as the network's station facilities continue to be expanded and improved.

These Twenty-Two Million families, with 92% of the nation's spendable income at their command, constitute a nation-wide audience which can be reached more economically on ABC. If you compare rates, you'll find that one network costs 43.7% more per evening half-hour than ABC; another costs only 28.7% more.

It's because they are able to get good time periods at low cost—and know that this can mean a valuable franchise both now and in the years to come—that so many leading advertisers are buying time on ABC today. If *you* are looking for good radio time, you'd better listen to an ABC representative soon.

7 REASONS

why more leading advertisers sit up and listen to ABC

1. **ECONOMICAL RATES**—Network X costs 43.7% more than ABC per evening half-hour. Network Y costs 28.7% more.
2. **REACHES 22,000,000 FAMILIES**, having 92% of the nation's spendable income.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** that is making more and more people listen to ABC.
5. **GOOD WILL**—a nation-wide reputation for public service features that present *all* sides of vital issues.
6. **198 STATIONS**—eager to cooperate in making every program a success in every way.
7. **PRACTICAL TELEVISION**—program-building on an economical basis.

American Broadcasting Company

A NETWORK OF 198 RADIO STATIONS SERVING AMERICA

It's not WHAT he sings it's HOW he sings it

Whether it be Bach or "boogie" or a corny cadenza, it's not what he sings, it's how he sings it. The perfection found in an operatic great is the result of years of painstaking study, practice and experience.

We look with pride over our many years of experience in the business of radio advertising—at the proficiency and knowledge men of our organization have acquired. Like the virtuoso, we, too, know our business.

PAUL H. RAYMER COMPANY • RADIO ADVERTISING
NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO

Editorial

Much About Many

IN RADIO'S quarter-century as a medium, the attitudes of competitive media have ranged from scorn and disdain to old-fashioned knock down-drag out performance. For the most part broadcasters have been content to remain on the sidelines, doing a constructive, affirmative job. Satisfied clients have done the rest.

The simple chart of what has happened to the advertising dollar in the last decade attests that radio's unwillingness to engage in name-calling brawls has been wise.

In recent weeks, however, the going has been brisk. It behooved those in radio to have it out, after the Media Men's Assn. of New York besought radio to tell its competitive story. All of the others had had their inning.

So radio made its entry with its own study, "How Much for How Many" (see page 17). It must have been a solar plexis punch, judging from anguished shrieks from the white spaces.

The simple story is simply told: What it costs to transport a message to how many people. By avoiding invidious comparisons with other media on what happens after the message gets there—the difficult "orange and apple" matching that upsets statisticians—radio doesn't even project its chief competitive advantages. These are the impact of the spoken word and radio's ability to galvanize people into action.

When the sales power of media is analyzed, radio's showing is something more than impressive. Advertiser after advertiser has increased his radio budget consistently. Radio is just one percentage point out of a tie for first place among the media in volume. When there are more outlets, there will be more business.

All surveys are self-serving. Certain standards, however, are observed and recognized. Application of these statistical standards to the issue opened by our brethren of the printed page shows that radio's cost of delivery to the public is well below the other media. Surveys, both published and restricted, private and government, indicate radio's undisputed leadership as a medium of intelligence.

They asked for it and now they have it—the answer to an advertiser's prayer: The cheapest way to get there and the heaviest impact upon arrival—that's radio.

True to Type

LIKE THE flowers that bloom in the Spring (war years excluded) John B. Haggerty, president of the Allied Printing Trades Assn. bounces back into the lobby scene with a legislative plan to wreck commercial radio.

Using the same shop-worn arguments about radio's competition with the "letterpress industry", loss of "job opportunities" to the printing trades because the public happens to like radio, and accusations against advertising agencies because they use radio, Mr. Haggerty has launched his new pamphleteering campaign among his membership and in Congress. While past efforts have failed, Gadfly Haggerty and his cohorts have aroused support in certain Congressional quarters for a franchise tax on radio advertising of varying shades.

The newest Haggerty crusade is even more extreme than his last 1941 foray when he sought a 25% limitation on commercial time, and a franchise tax on gross receipts graduated from 10% up to $100,000 to 15% on all above. Now all he asks is that all net profits in excess of 15% on actual investment be recaptured by the Treasury, along with a limitation of $25,000 in salary, bonuses, etc., to any executive.

It serves no purpose to attempt to reason with Mr. Haggerty. That's been attempted before. The specious "job opportunities" argument was answered effectively just five years ago when it was pointed out to the House Ways & Means Committee that radio had created about 1,000,000 new jobs in manufacturing, broadcasting and related fields, whereas the printing trades estimated there was a 25,000 shrinkage in their ranks, all attributed to radio inroads on publication advertising. What was true then is at least ten-fold truer today, because radio has opened vast new fields of employment in mass and private communication, in safety and industrial applications.

Franchise taxes have been tried before, but invariably have been discarded as discriminatory. Radio, along with other media, pays both Federal and State taxes. During the war years, when excess profits taxes prevailed radio actually fared far worse than the competitive media because radio's base years were not as good. With excess profits taxes out, most broadcasters are grappling with heavy investments in new plant and equipment for their standard operations, in FM processing and installation costs and in a lesser number of cases, in planning for introduction of television.

It is refreshing to note that the Haggerty clan apparently has dropped its argument about franchise taxes to 'defray the cost of regulation." Now it is pitching for the confiscatory radio impost to be "used exclusively for the reduction of the public debt". If radio is to pay a "franchise tax" for the FCC's operation (and radio constitutes only one phase of its work) then railroads should defray the cost of the ICC operations, farmers for the Dept. of Agriculture, and industry generally for the Dept. of Commerce. And maybe labor for the Department of the same name.

What will the other unions, who owe their wherewithal to radio, do about the printers' crusade? The unions making up the Printing Assn. are chartered by the American Federation of Labor. So are such unions as AFM, AFRA and IBEW, who owe their fiscal allegiance to radio. And keep in mind, radio pays better to its craftsmen than any other industry ($65.40 per week, according to FCC figures).

Unless we miss our guess, there will develop the same sort of intra-union struggle because of the Haggerty hoax that pursued the 1941 effort, when these radio unions went on record in opposition. They couldn't stomach the drive to undermine radio while they earned ever-improving livelihoods from the medium.

Meanwhile, before things go to far, we suggest to William Green, and his AFL executive council, that he look into the Haggerty campaign. AFM is having troubles enough these days without having new strife incited within its ranks by hidden influences which must go far beyond the front that is Mr. Haggerty.

Our Respects To —

DOMINIC FRANK SCHMIT

BACK in 1922 at the U. of Wisconsin a tall, keen-eyed electrical engineering student was helping to build and operate WHA, one of the early standard broadcasting stations of its kind.

Working long hours to make complete tubes and circuits for the station, run lines through the heating tunnel to the gym for special broadcasts, and operate the system, he became so absorbed that his family sent a note ordering him to let his "enthusiasm for radio cool off a little and start bearing down on mathematics and other studies."

"Demmy" Schmit's interest in radio, however, never "cooled off." For 23 years he has made substantial contributions to the expansion of this field from earliest radio broadcasting to the far-flung modern radio, television and electronics.

Today, at 43, as director of engineering, RCA Victor Division of Radio Corp. of America, Dominic Schmit is actively encouraging other engineers to develop new electronic products which will help make life easier and better.

After graduating in 1923 from Wisconsin U. with a B.S. degree in Electrical Engineering, this native of Port Washington, Wis., joined the General Electric Co. in Schenectady as a student engineer. He soon became a development engineer and worked on the 200-A, one of the early detector tubes, and had the experience of putting this tube into actual production. Ever since, Mr. Schmit has been intimately associated with the progress of electron tubes and their applications.

In 1926, Mr. Schmit transferred to the E. T. Cunningham Co. in New York as an engineer. It was not long before he was made chief engineer, with the responsibility of visiting all receiver manufacturing plants in connection with utilization and application of tubes.

About this time, the Radio Mfrs. Assn. was making an effort to standardize tubes, and Mr. Schmit took an active part in tube standardization work.

His activities in the tube field were now attracting wide attention and in 1930 "Demmy" Schmit joined the RCA Radiotron Co. in Harrison, N. J., in charge of the tube applications section. In 1936 he was promoted to manager of research and engineering in tubes.

For the next three years his engineering activities were concentrated upon tube development and applications, but in 1939 he became manager of RCA's New Products Division in Camden, N. J., and his activities broadened to include other phases of radio and electronics.

"Demmy" Schmit was now seeing television

(*Continued on page 54*)

When the NEW HOMES of the nation are built...

Oregon will supply MORE LUMBER than any other state, for... Oregon has the greatest stand of merchantable timber in the nation!

WHAM!...goes the branding hammer! And each time this log scaler swings it home, he leaves imbedded in the log the mark of his own outfit... as necessary in Northwest logging operations as the branding of cattle on the plains of ol' Wyoming.

Just as the log scaler leaves his mark on Oregon timber ...so does KOIN on the community it serves!

KOIN CBS

PORTLAND, OREGON

FREE & PETERS, Inc.,
National Representatives

W
I
N
N
Louisville

AMERICAN
WINN
BROADCASTING COMPANY
•
Represented by
BROADCAST SALES COMPANY
New York & Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco
HARRY McTIGUE General Manager

Commercial Television Shifts Friday

Program Blackouts Range Up to End of April

By FRED FITZGERALD

COMMERCIAL TELEVISING throughout the nation will undergo a partial halt when the new channel assignments go into effect next Friday, March 1, the date set by the FCC for changeovers. Only one station will continue programming without interruption; five other outlets intend resumption later in March; and two intend returning by the end of April.

NBC's WRGB Schenectady, N. Y., which remains on its present 66-72 mc channel, has announced that programming will continue without break, except for the temporary loss of programs relayed from WNBT New York.

In New York City, WABD, licensed to Allen B. DuMont Laboratories Inc., expects to resume programming on its new 76-82 mc channel in early March. Station originally went off the air last September and has been back on with a test pattern for the past several weeks.

Longer delays are anticipated by CBS's WCBW and NBC's WNBT, the other two commercial video stations in New York. WCBW closes down March 1 for a three-week period, returning on its 54-60 mc channel during the week of March 25. WNBT will be off for a longer period and has indicated that operation will be resumed sometime in April, contingent on delivery of materials. WNBT has been assigned 66-72 mc.

Fortnight in Chicago

Commercial service in Chicago will be blacked out for at least two weeks, according to Balaban & Katz and Zenith Radio Corp., licensees of the two television stations in that city.

B & K's WBKB discontinues telecasting next Friday for an estimated fortnight. Station is staying on the same 66-72 mc channel during the shift, but is making antenna equipment changes from its present North-South directional array to a new non-directional system.

Zenith's WTZR Chicago has been off the air since Jan. 31 changing to its new 54-60 mc assignment. Comdr. E. F. McDonald, president and general manager of Zenith, anticipates WTZR's return to the air within 60 days. He pointed out that the new W9XZC may be on the air before that time on 512 mc which "will give engineers in this area an excellent opportunity to make comparative tests on the low 50 mc low definition as against the 512 mc high definition and color." Zenith two weeks ago announced its intention of manufacturing receiving sets for color video only [BROADCASTING, Feb. 18].

COMMERCIAL television on March 1 assumes its new channel numbering system as follows (megacycle equivalent shown):

Channel	Mc
1	44-50
2	54-60
3	60-66
4	66-72
5	76-82
6	82-88
7	174-180
8	180-186
9	186-192
10	192-198
11	198-204
12	204-210
13	210-216

Comdr. McDonald further reiterated Zenith's stand on the lower band by saying they intend selling no television receivers for the 50 mc band since "we believe it unfair to the public to sell 50 mc receivers as they will soon be obsolete." He added that this would further result in loss of public confidence in television.

In Philadelphia, Philco Radio & Television Corp.'s WPTZ is already off the air, preparing for operation on 60-66 mc as of March 8. Station spokesmen pointed out that although complete studio equipment is not yet fully installed, nevertheless WPTZ will resume with interim studio and mobile cameras until such time when complete delivery of equipment can be made.

On the Pacific Coast, W6XAO Los Angeles, operated by Don Lee Broadcasting System will resume its programming on March 4. Station currently operates on a curtailed schedule for KTSL, Don Lee's outstanding construction permit for commercial video facilities. License to cover KTSL for full commercial operation is expected by next summer, station reports.

WMJT, outstanding construction permit of the Journal Co., Milwaukee, at present is unaffected by the changeover since station does not expect to go on the air until late next year. In the past, station's construction permit has called for 66-72 mc.

McGUIRE HOSPITAL RADIO: 4 IN 1

Carrying Four Broadcasts Simultaneously Quadruples Problems of MCGH Staff

FOUR local stations rolled into one—that's the Army's wired-radio system at McGuire General Hospital, Richmond, as seen by Lieut. Walter Windsor, officer-in-charge since its inception.

"In regular radio, you have to worry about putting out only one program at a time. But at MCGH, the Army's No. 1 hospital broadcasting system, we operate on four simultaneous outputs," he explained.

Lieut. Windsor reviewed the workings of MCGH radio—"the largest and most extensive" installation in the Army's "bedside network" system—in a letter to BROADCASTING.

Program sources include direct ABC and Mutual lines; a line from WRVA Richmond; receivers to pick up programs of three other Richmond stations, WMBG WRNL WLEE; and local productions including AFRS transcribed material.

Files and an "availability board" are kept to show station and network shows available for each quarter-hour of MCGH's 14½-hour broadcast day. From these the traffic clerk makes up the daily schedule for each of the four channels. Surveys of patient's preferences guide the programming, and generally, soap serials are eliminated, "talking" programs are minimized, and music is found "greatly preferable." Remotes are picked up from all sections of the hospital grounds; three request programs are broadcast daily, and Red Cross, post librarian, and Reconditioning Service have regular shows.

The staff, says Lieut. Windsor, is composed of "eight people more or less, usually less." Loudspeakers are located in "all places of public gathering" and "approximately 2,500 bedside receivers are installed at the pillows" of all patients.

Lieut. Windsor has been with AFRS in Hollywood, Persian Gulf and McGuire General Hospital (soon to be transferred to Veterans Administration). He has been in radio since 1935, with J. Walter Thompson Co. and stations including KFOX WSGN WAAT and WMCA.

WEAF Break

FAILURE of the water supply system of the WEAF New York transmitter located at Port Washington, L. I., caused the station to go off the air Feb. 17 from 11:28 to 11:43 a.m.

WJTN
JAMESTOWN, N. Y.
Voice of the rich Chautauqua Region
Represented by
RAMBEAU
ABC NETWORK

P
O
BR

WTAG
WORCESTER

Audience preference stronger than ever...

TIME	WTAG	STATION A	STATION B	STATION C	STATION D	OTHERS
WEEKDAY MORNING MON. THRU FRI.	**41.4**	20.4	5.5	27.5	2.7	2.5
WEEKDAY AFTERNOON MON. THRU FRI.	**55.3**	11.1	8.9	18.1	5.1	2.9
EVENING SUN. THRU SAT.	**60.1**	14.0	14.0	10.7		1.2

DECEMBER 1945 – JANUARY 1946
C. E. HOOPER Station Listening Index

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

BASIC CBS

580 KC
5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

This week on
KFI

KEEP 'EM FIGHTING

At this writing three of the warmest arguments to date are raging on JOAN SCHAFER'S vox pop program. Devoted listeners to "WHAT DO YOU SAY?" (daily 10:15 a.m.) are penning letters both pro and con on the subjects of "Conscription," "Commercialism in Radio" and "Local Housing." Miss Schafer is as enthusiastic a moderator as we've ever seen and hardly a day goes by but what she drops in to show us a "really good letter" from a member of her audience. Frankly, we are amazed at the forethought and downright intelligence that is evidenced in the majority of these missives. It leads us to believe that "WHAT DO YOU SAY?" can honestly claim one of the most astute audiences of any local radio feature. And by the by, here is an ideal set-up for the advertiser who is considering Participating Programs. Time costs and details about the show are available at KFI Sales or at Edward Petry.

MORE AWARDS HERE

In October last, the Board of Judges for the Fifty Direct Mail Leaders of 1945 gathered in New York to pick the winning entries for the Direct Mail Advertising Association. These good gentlemen cited this station and our agency, Dan B. Miner Company, for an Honorable Mention in this National Competition.

CLEAR CHANNEL
640 KILOCYCLES
KFI
50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Respects

(Continued from page 50)

climb to the highest peak it reached before World War II took the stage. During this scene of intense activity in radio, television and phonograph instruments, he became chief engineer of the RCA Victor Instrument Dept. at Camden. He had been in this new post but a short time, however, when the entire personnel of the department was converted to the development and production of war equipment of a highly diversified nature, including radar and other secret devices.

While war activities were in full swing, Mr. Schmit became a staff engineer of RCA Victor and his activities broadened still further to include engineering, development and product design of all electronic equipment produced by the company. In June 1943 Mr. Schmit was appointed assistant chief engineer of the RCA Victor Division. In the midst of his new duties he served as a member of the American Standards Assn.'s Committee on Radio which was standardizing components for war equipment.

Director of Engineering

He became director of engineering of the RCA Victor Division in March 1945. Concerned with all products of the company, he now spends a portion of his time in each of the six RCA Victor plants and at the RCA Laboratories unifying and coordinating the work of development, production, and design engineers.

This job is "right up his alley," for he has already seen engineers accomplish so much in this field during the past 23 years that he believes they—especially the younger group coming up the line—will develop many products which will have both economic and sociological benefits.

To this end, Mr. Schmit stresses the importance of thoroughly modern and completely equipped industrial laboratories which give engineers the best tools for continuing their research.

He is a member of IRE. It's difficult to get "Demmy" Schmit to talk about hobbies. He admits owning a farm of 120 acres, says he enjoys reading, and after dispensing with these minor topics again launches into his hobby of television. He has televison sets at home and enjoys observing the progress of television not only as it takes place in the engineering laboratory but as the results appear on the video screen.

His wife, Margaret, who hails from his own home town of Port Washington, Wis., feels much the same about his absorbed interest in television. A graduate of Marquette U. with a degree in music, Mrs. Schmit enjoys both radio and television but says "There's almost too much television in our household." Their three daughters—Margaret, 14, Mary Ann, 7, and Elizabeth, 3—are also television enthusiasts.

MANAGEMENT

WALTER J. DAMM, vice president in charge of radio of the "Milwaukee Journal" stations (WTMJ and WTMJ-FM), will return to Milwaukee March 14 after a vacation at St. Petersburg Beach, Fla. His vacation, which began in early January, was broken by a business trip to New York later in the month.

WILLIAM S. HEDGES, vice president in charge of NBC planning and development department, has accepted in behalf of the network a gift of a piece of Chinese needlework presented by **YU YUEH-YIN** and **WANG SHAN WEI**, representing Chinese International Broadcasting station, Chungking. Gift was made in appreciation of NBC cooperation in transmitting programs to the Chinese station.

MARK ETHRIDGE, editor of the Louisville (Ky.) Courier Journal, licensee of WHAS Louisville, participated in the discussion "Public versus Private News—How should the World Learn About America?" on NBC's U. of Chicago round table program Feb. 24. Mr. Ethridge recently returned from survey of the Balkans for the U. S. State Dept.

ALLEN THRUMAN SIMMONS, owner of WADC Akron, Ohio, is subject of a personality sketch in current issue of local entertainment field publication, The Night Owl.

N. L. ROYSTER, manager of WOLS Florence, S. C., has been presented the U. S. Treasury Dept. silver medal for patriotic services in war bond campaigns.

ROBERT A. SCHMID, Mutual vice president in charge of advertising, promotion and research, is vacationing in Florida. **EDGAR KOBAK**, network president, returned to New York headquarters Feb. 21 from a trip to the West Coast and was to leave again Feb. 24 for Cleveland and Akron.

STEVE CONLEY, general manager of Westinghouse Radio Stations Inc., Portland, is conferring with eastern clients on station business.

S. S. FOX, president and general manager of KDYL Salt Lake City, is on a business trip to Los Angeles.

RALPH D. KANNA, station manager of WHTD Hartford, Conn., has been named a member of committee arranging for twenty-fifth annual state encampment of the Disabled American Veterans.

DON TATUM, former NBC Hollywood resident attorney, is the father of a girl.

HUGH B. TERRY, station manager of KLZ Denver, has been appointed Colorado state chairman for forthcoming American Cancer Society campaign.

LEWIS ALLEN WEISS, executive vice president and general manager of Don Lee Broadcasting System, Hollywood, has been named a member of the Advertising Federation of America board of directors.

Loan Campaign

LIBERTY LOAN Corp., Chicago, effective May 1 will begin spot and program schedule on approximately 18 stations in Illinois, Michigan and Wisconsin. Contracts for about 35 weeks are placed through Lieber Adv., Chicago.

Equitable Renews

EQUITABLE Life Insurance Society of the United States renews sponsorship of *This Is Your FBI* on ABC Fri. 8:30-9 p. m. effective April 5. Contract for 52 weeks was handled by Warwick & Legler, New York.

Retains Trustees

CHICAGO Radio Management Club, meeting Feb. 20, has voted to retain its present trustees: Mark Smith, Presba, Fellers & Presba; Kay Kennelly, Arthur Meyerhoff & Co.; Hohman Faust, Mitchell-Faust, and Harry Gilman, Erwin, Wasey & Co.

Mowrey Describes Net's Video Role

ABC Official Says Company To Continue as 'Jobber'

ENVISIONING role of network in television field, Paul B. Mowrey, ABC television director, visiting the West Coast for three weeks conferences, stated it was within expectation of the company to continue as a "jobber" of entertainment, selling sponsored and sustaining programs to affiliates.

Emphasizing that television will not provide competition for motion pictures, he added that films will hold the field in spectacle entertainment whereas television will concentrate for some time to come on-the-spot feature story coverage. ABC will do more outdoor remotes in the next two years than anyone else in the television field, according to Mr. Mowrey.

He estimated that television production costs would be two or three times that of any other advertising medium. ABC policy, he said, was to pay half the production costs and limit sponsors' contracts to four weeks. This, he stated, gave the client and network alike the opportunity to experiment and improve production techniques.

West Coast television activities are pending FCC hearings within the next three months on licenses in this area, Mr. Mowrey said, with tests similar to those underway in the East to be made on the West Coast when equipment becomes available. So far 30 minutes seems to be the ideal television program length, he added. On-the-scene news broadcasts will bring in more dollars than other type of video offering, according to Mr. Mowrey.

Hotel Radio

TRADIO Co., Deal, N. J., March 1 will begin merchandising of a radio receiver for hotels. To be installed in hotel rooms and volume controlled so as to not disturb other guests, receiver will operate on coin-machine system, using quarters. Radio will be available in installation units of 100.

» IN PHILADELPHIA
WIBG
Leads in SPORTS
10,000 WATTS
Leads in MUSIC
FULL TIME!
Leads in NEWS
Philadelphia's Most Powerful Independent

Now it's wmca First on New York's Dial *24 HOURS A DAY!*

WMCA now stays awake nights with a city that never sleeps . . . stays awake to make the nighttime hours more enjoyable for hundreds of thousands of night workers, night owls, public servants . . . and folks who just can't sleep.

"ALL THROUGH THE NIGHT" is on the air from 1:00 a.m. to 7:00 a.m. . . . six hours of music on records and the latest news.

The new session carries dance music by the best bands in the early hours and all through the night the music the world loves best.

Hourly news bulletins . . . sports resumes . . . frequent weather reports . . . as well as rebroadcasts of outstanding WMCA daytime features all add up to reasons why New Yorkers tune in to WMCA for the best all-night show in town.

wmca

570 ON THE DIAL

Represented by Weed & Company

The Mail Man Speaks

Mail surveys are as accurate as counting noses. Folks have to listen and listen attentively to write a radio station—and particularly its advertisers.

During January WMMN Received

38,161

Pieces of Listener Mail

96%

of This Total was Addressed to WMMN Advertisers

Ask a Blair Man

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

WFIL Transfer Approved, Durr Protests; WRAW Sale Granted

OVER THE PROTEST of Commissioner Clifford J. Durr, the FCC approved the sale of WFIL Philadelphia by Lit Bros. to Triangle Publications Inc., publisher of the *Philadelphia Inquirer*, for $1,900,000 [CLOSED CIRCUIT, Feb. 18], the FCC announced last Monday.

With WFIL, operating on 560 kc with 1,000 w, goes its FM affiliate, WFIL-FM, and relay stations WELX and WELW. Assignment, which followed the Avco open-bid procedure but brought no competitive bids, was to the Philadelphia Inquirer Division of Triangle Publications. Roger W. Clipp will remain with WFIL as manager.

At the same time the Commission announced it had approved the transfer of 57% of the voting stock of WRAW Reading, Pa. from President-Manager Raymond Gual and Secretary-Treasurer Harold O. Landis to WGAL Inc. and Keystone Broadcasting Corp. for $100,000, on condition that transferees dispose of their interests in WAZL Hazelton, Pa.

John F. and J. Hale Steinman are principal owners of WGAL Inc. (WGAL Lancaster) and Keystone (WKBO Harrisburg), and already own 43% of WRAW, for which they paid Clifford M. Chafey $62,500 in 1944. They also control WORK York, WEST Easton, WDEL Wilmington, Del., and hold minority interests in WILM Wilmington. In the WRAW transaction, WGAL Inc. is paying $50,000 for Mr. Gaul's 28.57% interest and Keystone is acquiring Mr. Landis' similar interest for a like amount. Mr. Gaul remains as manager. WRAW is on 1340 kc with 250 w.

Grant Petition

Commission's action in the WRAW transfer was taken in granting a petition for reconsideration and approval of the transfer application without hearing. It previously had been scheduled for hearing in Reading on March 1 [BROADCASTING, Dec. 17].

Approval in both the WFIL and WRAW cases was given by the Commission en banc on Feb. 15.

The WFIL transfer, said to involve the largest sales price ever approved for a regional station, evoked a dissent from Commissioner Durr, who maintained that the Commission in making its decision "did not have before it that 'full information' which the (Communications) Act so clearly requires. On the contrary, the limited information presented to the Commission serves, in itself, to point to the need of further inquiry."

"In view of the concern of the Commission with an applicant's proposed program service where the Commission itself is selecting the licensee, it would seem that at least equal concern should be manifested in instances where the licensee is being selected not by the Commission but by one retiring from the broadcasting business," Commissioner Durr declared.

He said that in passing upon the WFIL case, the FCC had "no information of any kind whatsoever concerning the program service now being rendered by the transferor or the proposed service of the transferee, except a statement of the transferee, paraphrased in a staff report, that 'the primary objective in the acquisition of the station is to do as effective a public service in the broadcast field as is now being done by the newspaper' (the *Philadelphia Inquirer*, which is owned by transferee along with several magazines, the *New York Morning Telegraph*, and the *Daily Racing Form*)."

Mr. Durr noted that present book value of WFIL, WFIL-FM and the relay stations is $148,192, with original cost $365,000. Transferor's net profits in 1943, he said, were $210,435 before taxes; in 1944, $308,633.

Few FM Receivers

"Since FM stations are, at the present time, generally operating at a loss because of the limited number of FM receivers in the hands of the listening public," he contended, "it is reasonable to assume that the net profits attributable to the standard broadcast operations alone were even higher than the figures given."

Asserting that transferee will enter approximately $1,360,500 of the sales price as "good will," Commissioner Durr said that "when broadcast facilities having a total book value of a little more than $148,000 sell for $1,900,000, and when a relatively small one-kilowatt station earns over $300,000 net profits, before federal income taxes, in one year, two questions would seem logically to present themselves:

"1. Is the purchaser buying only the seller's properties and the going-concern value created by the seller's own investment and effort, or is it buying also—and principally—a license to use one of the limited number of standard broadcast channels assigned to the Philadelphia agency and an assured right to use one of the limited FM channels assigned to the same area which might otherwise have to be sought in competition with other applicants? Radio channels are public property and it is the responsibility of the Commisssion to see to it that they do not become the subject of private trafficking.

"2. What effect will the higher price being paid for the facilities have upon the operations of the transferee 'in the public interest, convenience and necessity'? It is reasonable to assume that anyone purchasing broadcasting facilities expects to earn at least a reasonable return upon his investment and the higher the investment, the greater will be the pressures toward excessive commercialization of broadcast time. In view of the extraordinarily high profits earned by a relatively small station, it is pertinent to inquire whether such profits have been obtained by rendering an extraordinarily good public service, or rather, at the expense of the public interest, convenience and necessity which all broadcast licensees are required to serve."

Still Hope

CAPT. LARRY ROLLINS, an applicant for a standard station in Winter Haven, Fla., once covered sports in Miami for AP. The owner of a Miami kennel of racing greyhounds named one of his speedsters "Larry (AP) Rollins." Capt. Rollins, who expects to be out of the Army soon, was in Florida recently and dropped in to see his friend, owner of "AP Rollins." "AP's" racing days were over, but carrying on was his indefatigable descendant, "Hope Rollins."

WOW Disc Record

WOW Omaha, Neb., since May 1945 has produced 1,000 quarter-hour transcriptions, "Victory View," for the Army campaign to recruit peacetime personnel. WOW recording group also has produced 380 five-minute discs for Army since Oct. 1945.

MEATS
NIFTY CANNED GOODS

"Figured I might as well stock up, they've started advertising on WGAC again."

WGAC Augusta, Ga.

TURN
MINCE PIE
3 NICKELS
TURN
PEACH PIE
TURN
LEMON PIE
2 NICKELS
TURN
TURN
CHERRY
3 NICKELS
TURN
CHERRY
RY
TURN
TURN

They Know Philadelphia's Tastes

HORN & HARDART AUTOMATS AND RESTAURANTS SERVE 300,000 PHILADELPHIANS EVERY DAY. FOR 17 CONSECUTIVE YEARS THEY HAVE CONCENTRATED THEIR ADVERTISING ON WCAU.

Here is practical evidence that *firms who know Philadelphia know* WCAU *is their best radio buy.* Its vast power reaches millions of homes. Its high-rated programs put *pull* into that reach—a powerful factor that doesn't appear on the rate card, but is reflected in advertisers' sales records. To put this great salespower to work for you, put your product on WCAU.

POWER + PROGRAM = SALES

WCAU

Philadelphia's Leading Radio Institution

50,000 WATTS • CBS AFFILIATE

Bug Bomb Campaign

WESTINGHOUSE ELECTRIC Corp. plans national campaign to include radio for promotion of its new Bug Bomb, aerosol insecticide dispenser. Harry S. Mills has been appointed manager of newly created insecticide department with R. E. Ditsler named merchandising manager.

Schlitz Plans

SCHLITZ BREWING Co., Milwaukee, March 15 is scheduled to begin radio campaign using three quarter-hour transcriptions weekly. Directed to daytime listeners and housewives, program will feature woman commentator and string ensemble. Agency handling placement is McJunkin Adv., Chicago.

NAB Standard Contract Group to Seek Solution of Problems March 12 in N. Y.

SOLUTION of unsettled points in the move to develop standard contracts for broadcast advertising will be sought March 12 in a New York meeting of the NAB Sales Managers Standard Contract Subcommittee with the similar committee from the American Assn. of Advertising Agencies.

Approval by the NAB board of a plan drawn up at a Nov. 26-27 meeting of the subcommittee clears the way for accord with the AAAA subcommittee on details of the contract project. Considerable progress has been made on the intricate issues, with both participants anxious to reach complete accord so the project may be put in operation.

On the NAB subcommittee are Walter Johnson, WTIC Hartford, chairman; Howard Meighan, CBS; Lewis H. Avery, head of the representative firm bearing his name; Ben Laird, formerly of WOSH Oshkosh, Wis., and now applicant for new station in Green Bay; James McConnell, NBC, chairman of the NAB Sales Managers Executive Committee; John Morgan Davis, former NAB general counsel, and Don Petty, incumbent.

Members of the AAAA subcommittee are Carlos Franco, Young & Rubicam, chairman; Linnea Nelson, J. Walter Thompson Co.; Charles Ayers, Ruthrauff & Ryan; Frank Silvernail, BBDO; George Link, AAAA general counsel; Herald Beckjorden, AAAA assistant secretary.

AD BUDGET PLANNED BY FOOD PRODUCERS

APPROXIMATELY $157,000,000 will be spent for advertising by food producers this year, Paul S. Willis, president of the Grocery Mfrs. of America, said Feb. 16 at the National Farm Institute at Des Moines. Speaking on "Finding New Markets for Farm Products," he pointed out that when the manufacturer has taken farmer's crop and processed and packaged it, "our manufacturing job stops and our selling job for your product begins.

"It is our job to see to it that the public knows about the product and has a strong desire for it," Mr. Willis said. "The most efficient and the most economical way yet devised to create that desire is advertising. Without advertising, mass markets would be impossible. Without the mass market, we could not use economical mass production methods, nor could the industry buy such large quantities of your products.

"In 1939 the advertising expenditures of our industry totalled more than $108,000,000. In 1945 our total expenditures had risen to $128,000,000. A recent GMA industry survey indicates that advertising expenditures this year will be about 25% greater than last year—or around $157,000,000."

Campbell Change

CAMPBELL SOUP Co., Camden, N. J., sponsor of *Request Performance* Sun. 9-9:30 p.m. on CBS, drops program at end of present contract April 21. Summer replacement starts April 28 with format yet undecided. Mickey Rooney, who is under option to Ward Wheelock Co., Philadelphia, agency handling account, is still in service and may be summer replacement but will most likely go on the air in the fall.

MAYBE WE HIT THE "RIGHT NOTE", TOO!

***Sixteen years* of year-round, five-days-a-week radio advertising over one station—WDAY! That's the radio history of the Daveau Music Store, Fargo.**

A little unusual, yes. But *proof* of good results obtained. And it certainly backs up our claim that WDAY advertisers are *loyal*—local ones especially, who know our selling power *best*.

Yet Daveau's is only one of *eighteen* "locals" who have been with WDAY, steadily, from ten to twenty-three years! How about getting *all* the facts?

WDAY, INC.
N. B. C.
FARGO, N. D.
970 KILOCYCLES . . . 5000 WATTS
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

COMMERCIAL

L. BALDWIN (Doc) HARPER, previously with New York production staff of CBS and the Overseas Branch of OWI, has been appointed local and regional sales manager of WFTC Kinston, N. C. He has been in radio for 23 years. **TALMADGE POLLARD**, announcer in southern radio for 14 years, has been named WFTC salesman and early morning m.c. Also added to sales department is **NICK GARIGLIANO**, former Newark newspaper man and during the war lieutenant attached to Gen. Eisenhower's headquarters in Germany.

RICHARD L. PYLES, out of Army and former newspaper advertising man, has been added to the sales staff of WPAY Portsmouth, Ohio.

GAYLORD C. HARDING, released from the Army as captain after five years' service, has been named salesman of Walker Co., Chicago.

FORREST H. BLAIR, local sales staff member of KOIL Omaha, Neb., has been assigned to national sales. He has just returned from Navy service.

A. C. (Orrin) BOTSFORD, for four years with sales staff of CKRC Winnipeg, Man., has been appointed commercial sales manager of CKOC Hamilton, Ont.

WARREN BREWSTER, released from the Army and previously with WMUR Manchester, N. H., has joined the sales staff of WFEA Manchester.

HAROLD F. WALKER, who left sales department of WSAI Cincinnati in 1942 to join AAF, has returned to the station. He was overseas for 22 months.

JOHN BRADLEY, account executive of KECA Hollywood, has recovered from a leg infection which necessitated an operation.

BOYD BRAITHWAITE, commercial manager of KIDO Boise, Ida., has resumed his duties after an extended illness.

FRED F. HAGUE, returned from service with armed forces in ETO, has been appointed manager of the Atlanta office of George P. Hollingbery Co., Chicago. He previously had been with Chicago office for 10 years.

JOHN GORDON, formerly nighttime radio supervisor of Compton Adv., New York, and recently discharged from Marine Corps, has joined Universal Broadcasting Corp., Hollywood, as sales contact. He will also act as southern California sales representative of KSFO, San Francisco outlet of Universal.

WMIS Natchez, Miss., has appointed William G. Rambeau Co. as national sales representative.

Mississippi Test

LYDIA PINKHAM, New York, starts test campaign March 4 on approximately 12 stations in Mississippi for 13 weeks. Campaign marks first time in two years that firm has used radio. Agency is Erwin Wasey, & Co., New York.

FOUR TOP MARKETS!
Central Kentucky
WLAP Lexington, Ky.
Amarillo
KFDA Amarillo, Tex.
The Tri-State
WCMI Ashland, Ky.
Huntington, W. Va.
Knoxville
WBIR Knoxville, Tenn.
All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

SMOOTH IS THE WORD FOR IT!

★HENRY SYLVERN leads the smoothest strings you ever heard.

The new transcribed

BARRY WOOD SHOW

WITH ★ MARGARET WHITING

★ THE MELODY MAIDS ★ HENRY SYLVERN & ORCHESTRA

It's new! It's exciting! Fifteen minutes of the smoothest music ever available for local and regional sponsors. Currently produced in New York on a five-per-week schedule. Already sold in 76 markets. "Produced by Ziv" means the best in transcribed entertainment!

FREDERIC W.
ZIV
COMPANY

1529 Madison Road, Cincinnati, O.
New York • Chicago • Hollywood

★ MARGARET WHITING The "It Might As Well Be Spring" girl, new network and recording star.

★ BARRY WOOD your smooth singing host.

★ The Smooth Strings tops in accompaniment —under the direction of Henry Sylvern.

★ THE MELODY MAIDS Three gorgeous voices blended in smooth harmony.

ALLIED ARTS

PAUL HORGAN, former fashion merchandising manager for Butler Bros., New York, has been appointed by Crossley Inc., New York, as merchandising consultant, a new post. **GEORGE F. BARBER**, released from the Army as colonel, has been named assistant to the president of Crossley. **JOHN J. FOGARTY**, out of Navy and previously with Celotex Corp., is named head of personnel in New York office for Crossley and **ANDREW SARKADY** is named in charge of field operations with headquarters in Princeton, N. J. Mr. Sarkady is former regional supervisor for U. S. Census Bureau.

JACK PEGLER, former vice president of Foote, Cone & Belding, New York, has been appointed eastern representative for Jerry Fairbanks Inc., Hollywood producer of films for advertising and television as well as theatre short subjects. New York office will be at 18 E. 48th St. Mr. Pegler will concentrate on 16 mm television and advertising films.

ARTHUR T. BROWN, for 16 years counsel and manager of the law department of International General Electric Co., has been appointed assistant to the president of the firm. **GERARD SWOPE Jr.**, returned from Navy service and former legal department member, succeeds Mr. Brown as counsel and law department manager.

ROBERT NATHAM, released from the Army as major, has joined Sheldon, Morse, Hutchins & Easton, New York, public relations firm.

LEW SHERRELL, Hollywood talent agent, released from Air Transport Command after approximately three years, has joined Gerald Herdan Agency as partner.

KEN DOLAN & Co., Hollywood talent agent and radio show packager, has moved to new offices at 1556 N. Wilcox Ave. Telephone is Hollywood 3558.

MITCHELL GERTZ, discharged from Army with rank of lieutenant after more than three years, has re-opened his Hollywood talent agency at 8979 Sunset Blvd. **GEORGE ULLMAN** serviced Gertz clients during his absence.

ALL-CANADA RADIO FACILITIES, Toronto, has added to its program division Canadian distribution of the F. W. Ziv Co. transcribed show "Crime Does Not Pay." Program division of All-Canada Radio Facilities has developed colored stickers for recordings to enable a record jockey to quickly recognize parts one and two of any recording.

BUREAU OF BROADCAST MEASUREMENT, Toronto, has signed a contract for a new survey for all Canadian stations coverage with Elliott-Haynes Ltd., Toronto, and Industrial Survey Co., Montreal. First reports on new survey are expected to be ready to be distributed by BBM about May 15.

C. P. MacGREGOR, owner of C. P. MacGregor Co., Los Angeles transcription service, is in Washington, D. C., for conferences with **ED KIRBY**, recently appointed eastern representative and special counsel for the firm. He is accompanied by **PAUL QUAN**, production manager. Before returning to Hollywood in early March Mr. MacGregor will confer with clients in New York, Boston, Providence and Philadelphia.

WATT Cadillac, Mich., **WOCB** Cape Cod, Mass., **KWOR** Worland, Wyo. and **WMOX** Meridian, Miss., have joined Keystone Broadcasting System, bringing the number of **KBS** affiliates to 204. Transcription network states 199 of its stations are located in single station markets.

HAROLD P. GILPIN, former manager of equipment tube sales of Sylvania Electric Products, has been appointed assistant general sales manager of the company's radio division, with headquarters in New York.

BILL MURPHY, former CBS writer and more recently Navy lieutenant, and **CHARLOTTE MORGAN**, formerly with General Motors public relations staff, have organized V.I.P. Service Inc. to assist individuals and organizations in obtaining hotel reservations, theatre tickets, travel accommodations and other hard-to-get services and things. Location is 320 Park Ave., New York.

SAM BLAKE, formerly director of special events for the Greater New York chapter of the National Foundation for Infantile Paralysis, has been appointed head of radio public relations for the Laymen's National Committee. LNC is founder of National Bible Week, third week in October each year, and National Sunday School Week, second week in April each year. Plans for the latter event, April 8-14, call for both network and spot broadcasts nationally as well as local broadcasts with mayors throughout the country being asked to pay official tribute to National Sunday School Week on the air.

ROSS COLES, for nine years vice president of Belnap & Thompson, Chicago, has opened sales promotion agency at 209 S. La Salle St. under name Ross Coles & Co. Inc. Officers are **ROBERT B. DOUGLAS**, vice president, and **W. S. McINTYRE**, secretary.

R. P. ALMY, former manager of distributor sales, radio division, Sylvania Electric Products, has been promoted to assistant general sales manager of the radio division. **HAROLD H. RAINIER**, assistant distributor sales manager, succeeds Mr. Almy as manager.

IRVING C. BROWN, former sales manager of Thomson-Gibb Electric Welding Co., Lynn, Mass., has been appointed sales manager of industrial electronics division of Raytheon Manufacturing Co., Waltham, Mass.

NAN MORRISON, previously with Carl Byoir & Assoc., New York, and **A. MITCHELL SILVERMAN**, formerly with WHN New York, have formed a new publicity firm in that city, Morrison & Silverman, at 480 Lexington Ave.

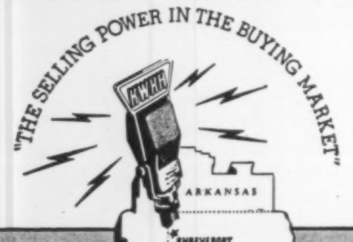
S. A. KELSEY, director of distribution of Templetone Radio Manufacturing Corp., New London, Conn., has been named sales manager of the firm.

RUSSELL D. GUDGEON, released from armed forces, has returned to H. A. Bruno & Assoc., New York, public relations firm.

GEORGE LEWIS, former publicity director of WHN New York, has formed new firm, Radio Relations Institute, at 347 Madison Ave., New York.

WALTER M. REYNOLDS, information manager of American Telephone & Telegraph Co., last week was appointed publications manager of Western Electric Co. **R. I. JOHANNESEN**, editor of the New York Telephone Review, was appointed to succeed Mr. Reynolds at AT&T. Mr. Reynolds, reporting to **F. B. WRIGHT**, public relations director at Western Electric, will be responsible for production of sales and instruction bulletins, manuals and booklets and will supervise preparation of displays, exhibits and posters.

DANA REYNOLDS, after two years' Navy service, has rejoined the Department of Agriculture Radio Service, Washington, to edit weekly letter to radio farm program directors. He had been with USDA Office of Information 14 years.



In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

New Agency Unit

DONAHUE & COE, New York, is establishing a special service department, which will be devoted to handling advertising of New York theatres. Agency leased additional floor space on the 25th floor of the RKO Bldg. for the department. Lloyd Seidman, vice president, is department head. Associated with him are Jack Murray, Bill Kernan, Nancy Wheeler, Mary Duffy, Julian Bass, James Washer, Harold Duncan. Radio activities of the theatre acounts will continue to be handled by the radio department under Carl Rigrod.

JOHN MECK Industries, Plymouth, Ind., last week announced a backlog of $10,000,000 in orders for Meck radios and radio-phonograph combinations.

Veterans Seek 1490 kc In Winter Haven, Fla.

ARMY RADIO activities have provided another applicant for a new standard station, with a partnership of two Army veterans and a War Department employe seeking a new station in Winter Haven, Fla., a check of FCC records reveal. Asking for 1490 kc with 250 w are Capt. Larry A. Rollins of the Signal Corps Army Communications Service, and Maj. John W. Brandstetter of the Special Activities Branch, both in Washington. Third member of the trio who have formed the Citrus Belt Broadcasters Inc. is Frederick L. Allman, principal owner of WSVA Harrisonburg, Va., now serving in the Army Communications Service, Washington, as a radio engineer.

A second applicant for the 1490 frequency in Winter Haven is a partnership composed of Carl C. Floyd, of Haines City, Fla., manager of a chain of motion picture houses, and his wife. The Commission has designated the applications for a consolidated hearing.

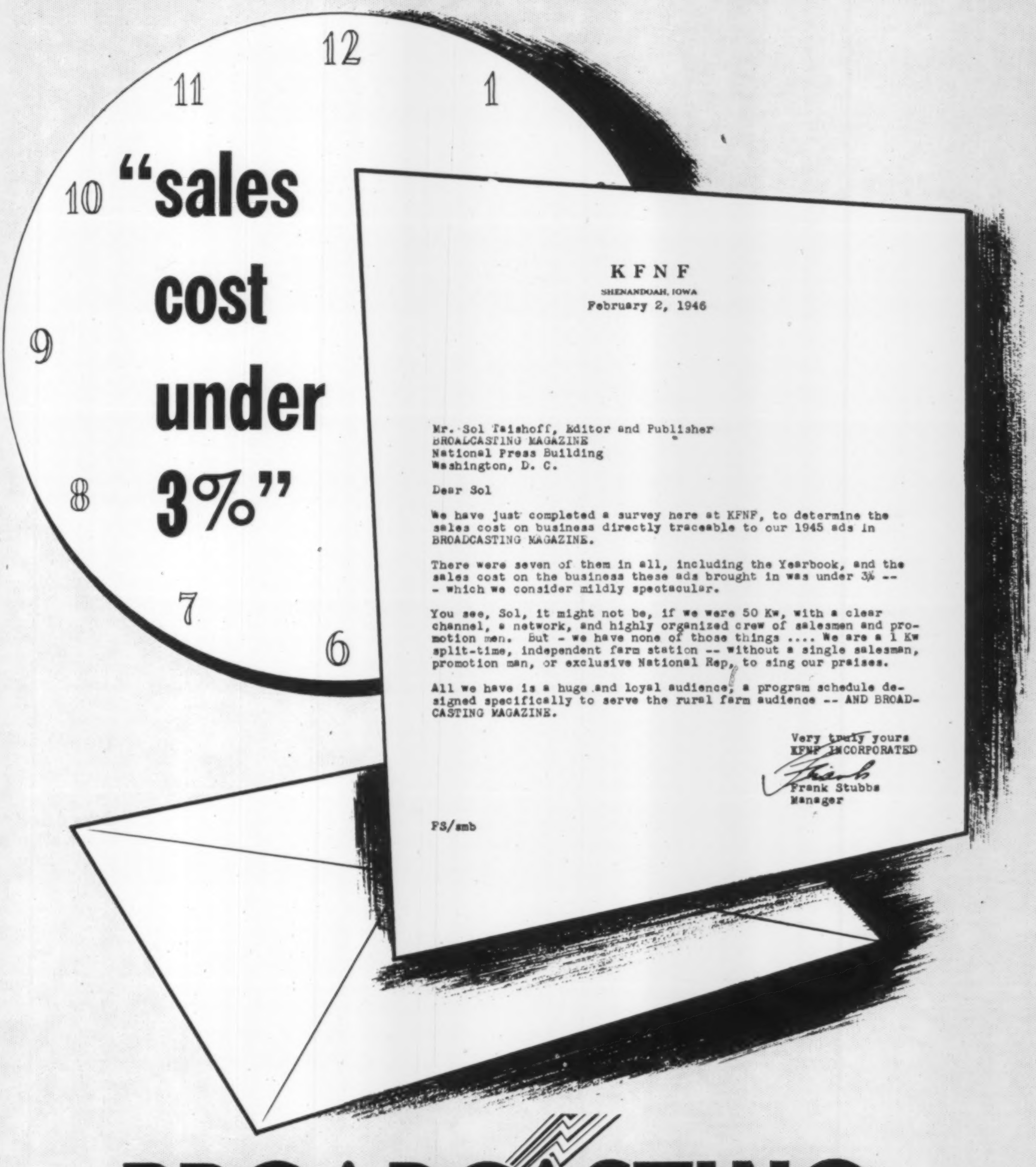
On the Air

CKPG Prince George, B. C., new station of which Cecil Elphicke is manager, has begun operations on 1230 kc with power of 250 w. Mr. Elphicke is brother of F. H. Elphicke, manager of CKWX Vancouver. New station at Port Alberni, B. C., to begin broadcasting in March with 250 w on 1240 kc, has changed call letters from CJPA to CJAV. Original call had been CKPA. CHEF Granby, Que., now under construction, is expected to begin operations on 1450 kc with 250 w in early summer.

Gardner Names Two

SAM M. BALLARD and Beatrice Adams have been elected members of the board of directors of Gardner Adv. Co., St. Louis, according to Elmer G. Marshutz, president. Mr. Ballard and Miss Adams were also named executive vice presidents, the former in over-all operations of the agency and the latter in charge of creative work.

An All-Time Favorite
PLAY FIDDLE PLAY
Published by
EDWARD B. MARKS MUSIC CORP.
• • •
Performance Rights Licensed Through
BMI
BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.



KFNF
SHENANDOAH, IOWA
February 2, 1946

Mr. Sol Taishoff, Editor and Publisher
BROADCASTING MAGAZINE
National Press Building
Washington, D. C.

Dear Sol

We have just completed a survey here at KFNF, to determine the sales cost on business directly traceable to our 1945 ads in BROADCASTING MAGAZINE.

There were seven of them in all, including the Yearbook, and the sales cost on the business these ads brought in was under 3% --- which we consider mildly spectacular.

You see, Sol, it might not be, if we were 50 Kw, with a clear channel, a network, and highly organized crew of salesmen and promotion men. But - we have none of those things .... We are a 1 Kw split-time, independent farm station -- without a single salesman, promotion man, or exclusive National Rep, to sing our praises.

All we have is a huge and loyal audience, a program schedule designed specifically to serve the rural farm audience -- AND BROADCASTING MAGAZINE.

Very truly yours
KFNF INCORPORATED

Frank
Frank Stubbs
Manager

FS/smb

BROADCASTING
TELECASTING

NATIONAL PRESS BUILDING • WASHINGTON 4, D. C.

FCC Calls Hearing on WBAL Renewal

Examination of Program Record by Commission Is Anticipated

VIRTUAL NOTICE that the FCC intends to give careful scrutiny to program records in considering license renewals was seen last week as the Commission announced Monday that it had ordered a hearing on the renewal application of WBAL Baltimore, a Class I-B clear channel station.

Although the issues of the hearing were not expected for release until this week, it was understood that WBAL's actual performance as compared to past promises concerning programming will be one of the principal phases for consideration. While actual hearings in the future might be deemed necessary only in a relatively few renewal cases, the designation of WBAL's application was considered an indication that the Commission intends to look carefully at program records.

Programming also figured in FCC action on two other cases announced last week. In the grant of the transfer of WFIL Philadelphia, Commissioner Clifford J. Durr dissented and asserted his belief that the Commission should be as concerned with the programming of a station being transferred as it is with a new station (see story page 56). Commissioner Durr also voted for further inquiry in the renewal of license of WHBQ Memphis, on grounds that too little local live talent (less than 8% of total broadcast time, he said) was being used. WHBQ was granted renewal, however, for the period ending Aug. 1, 1947.

WBAL, operating on 1090 kc with 50 kw—and on temporary license since May 1—was one of the targets of Maurice Wieting, special assistant, National Council of Farmer Cooperatives, in his testimony at the clear channel hearings in January [BROADCASTING, Jan. 21].

No Market Quotations

Discussing farm program service of various stations, Mr. Wieting said WBAL quit broadcasting livestock market quotations four days after it received its license for 50 kw operation in 1941.

"It is now 1946 and WBAL is still operating as a clear channel station," he declared. "It is pertinent to inquire if the FCC in considering re-licensing this station will go into the question of the service this station is giving to agriculture."

WBAL, responding to a letter from the Commission last June, said its own analysis of the station's program log for the week of Feb. 8-14 (cited in the renewal application) showed 69.01% commercial and 30.99% sustaining, compared with the Commission's findings of 84.6% commercial and 15.4% sustaining. The variance, WBAL said, was in the method of counting — while FCC counted participation shows as commercial, WBAL considered them as sustaining "and only the commercial spots placed therein as commercial."

The Feb. 8-14 log, the station contended, approximates "within a very small percentage" the figures on commercial and sustaining time on renewal applications.

Asked to indicate future programming plans, the station said circumstances might cause changes but that at that time (June) it appeared future programming would be about 71% commercial and 29% sustaining; 53% network and 47% non-network; 7% recorded, 20% transcribed, and 73% live shows.

In a letter and report filed last December, WBAL outlined weekly public service programming over a period of several months (log for Nov. 19-25 showed 43 hours 25 minutes of commercial and sustaining public service programming). It was pointed out that the station had added a director of public service programs during the year and that plans included expansion of the *Junior Town Meeting* series on a state-wide basis; new programs of civic betterment discussions; new series of educational broadcasts, and a "comprehensive and exclusive" series on Veterans Administration. A large number of letters complimenting WBAL on its public service programming was included. The station is licensed to Hearst Radio Inc.

Porter Says FCC Not Interested In Program Content or Its Use

ALTHOUGH the FCC has inquired into programs the last year and placed dozens of stations on temporary licenses pending investigation of commercial-vs-sustaining schedules, the Commission is not the least interested in what goes on the air, FCC Chairman Paul A. Porter told the Senate Appropriations Subcommittee, it was revealed last week.

Testifying Feb. 13 and 14 in behalf of the 1947 fiscal year budget request, Mr. Porter declared that monitoring was merely a "traffic-cop function" to see that stations remain on their frequencies and do not violate terms and conditions of their licenses.

'Eavesdropping'

"We are not interested in the slightest degree in the composition of that traffic as to what they say or as to what use is made of it," he declared. Sen. Kenneth D. McKellar (D-Tenn.), Appropriations Committee chairman and President Pro Tem of the Senate, denounced monitoring as "eavesdropping."

Sen. Guy Cordon (R-Ore.) asked: "Is this a fair statement of the purpose of your monitoring: Not to determine what is being broadcast but to determine what part of the broadcast band is being ~~used~~ for the purpose of each broadcast?" Mr. Porter said it was Sen. Clyde M. Reed (R-Kan.) felt that monitoring was a necessary service.

When the Appropriations Bill (HR-5201) was passed by the Senate last Monday, an amendment by Sen. McKellar to cut the FCC's appropriation $200,000 in addition to $500,000 reduced by the House, was adopted. Sen. McKellar on Feb. 15 had proposed a reduction of $300,000, but on Monday amended his amendment [BROADCASTING, Feb. 18]. This leaves the Commission $5,360,000 of the original request of $6,060,000. The bill went to conference with the likelihood that that Senate cut for the FCC would be sustained.

Question of franchise tax on broadcasting also came up, with Sen. McKellar favoring such an assessment. Mr. Porter (who since has been nominated by President Truman to be OPA Administrator), said the Commission had been studying a franchise tax and that his conclusion was such a tax would place radio at a competitive disadvantage to other media. He mentioned that newspapers are given a Government subsidy in second-class mailing privileges. He pointed out, too, that radio pays enormous income taxes.

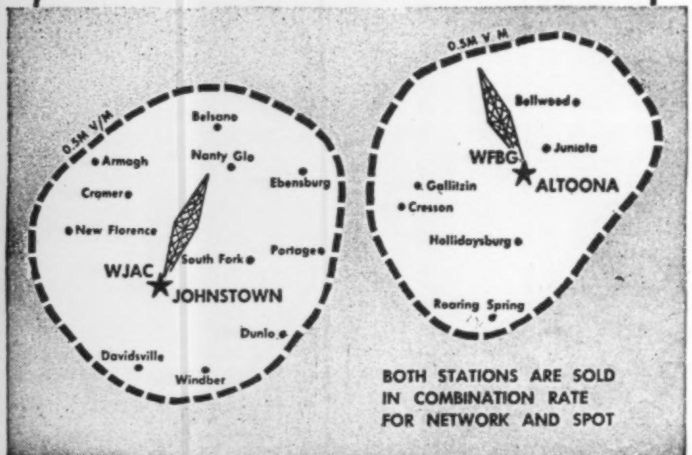
Sen. McKellar requested that the Commission file with his committee a report on the possibilities of a franchise tax.

Sen. Cordon wanted to know

(*Continued on page 68*)

WJAC
JOHNSTOWN
NBC
WFBG
ALTOONA

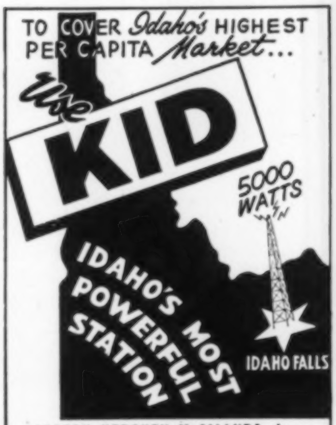
These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

TO COVER *Idaho's* HIGHEST PER CAPITA *Market*...



JOSEPH HERSHEY McGILLVRA, Inc.
National Representatives

MORE COVERAGE PER WATT....

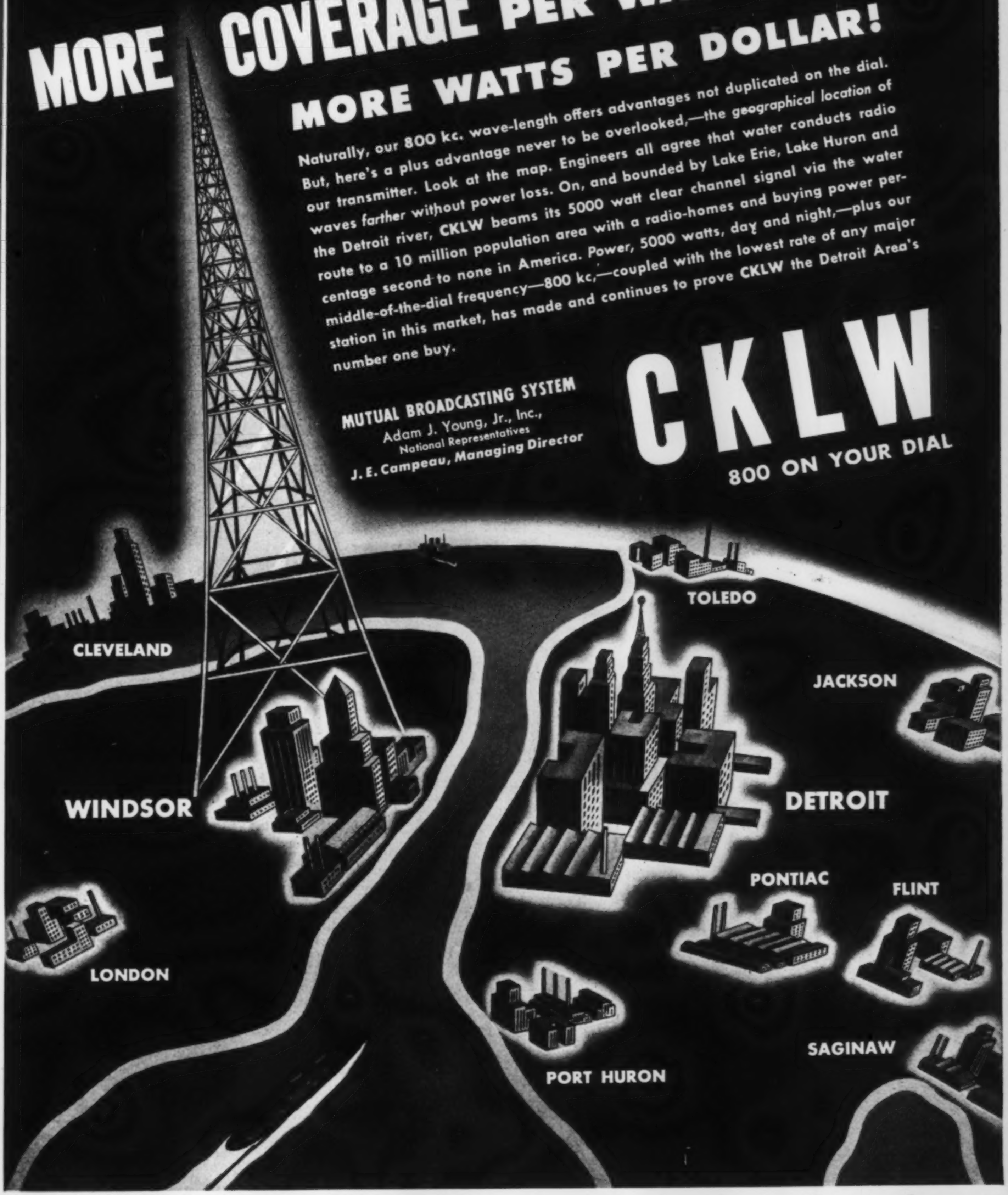
MORE WATTS PER DOLLAR!

Naturally, our 800 kc. wave-length offers advantages not duplicated on the dial. But, here's a plus advantage never to be overlooked,—the *geographical location* of our transmitter. Look at the map. Engineers all agree that water conducts radio waves *farther* without power loss. On, and bounded by Lake Erie, Lake Huron and the Detroit river, **CKLW** beams its 5000 watt clear channel signal via the water route to a 10 million population area with a radio-homes and buying power percentage second to none in America. *Power*, 5000 watts, day and night,—plus our middle-of-the-dial frequency—800 kc,—coupled with the lowest rate of any major station in this market, has made and continues to prove **CKLW** the Detroit Area's number one buy.

MUTUAL BROADCASTING SYSTEM
Adam J. Young, Jr., Inc.,
National Representatives
J. E. Campeau, *Managing Director*

CKLW

800 ON YOUR DIAL



Chicago On Eve of Local Program Boom

New Shows Brewing In Both Station And Network Departments

By FRED W. SAMPLE

CHICAGO FACES its greatest boom in local programs since 1940 as station and network program departments vie in creating new show ideas available for sponsorship, either locally or nationally, BROADCASTING learned last week.

Urged on by widespread publicity given the departure of a few network shows to New York or Hollywood (principally *The Contented Hour*) and consequent exodus of Chicago talent, Chicago program directors have lined up the best of local talent for a score of new shows, most of which have yet to be aired.

Lack of Time

Only fly in the radio ointment is the lack of available time, and station executives say many sponsors are being urged to drop long-established programs in favor of the new shows. Tendency on part of both sponsors and agencies, these radio experts say, is to leave well enough alone, even though many of the shows do not pull better than average ratings.

WBBM-CBS has already presented a preview to its New York sales staff of nine locally produced shows, ranging from special events features to musical variety and quiz programs.

Walter Preston, WBBM program director, listed as available for local sponsorship the following shows:

Hot Off the Wire, wire-recorded accounts of outstanding events in the Chicago area by Jim Hurlbut, WBBM special events director.

Songs Make Stars, musical program featuring songs that have identified famous vocalists, such as Crosby, Mary Martin, Kate Smith, and others.

Stop the Press, news quiz with Sidney Harris, *Chicago Daily News* columnist, as moderator, and permanent quiz board composed of Warren Brown, *Chicago Sun* sports editor, Herb Graffis, *Chicago Times* columnist, Meyer Zolatareff, foreign and labor feature writer for *Chicago Herald-American*, and a weekly guest.

Marion Morgan Sings, featuring the new Chicago discovery Marion Morgan and a rhythm group.

Grand Jury, half hour reenactment of evidence presented before a grand jury to determine whether a person suspected of a crime should be held for trial by jury. Crime is acted out and listeners are called by phone to cast a ballot.

More Sports

Sports of Today, Tomorrow and Yesterday, with John Harrington, WBBM sportcaster, describing outstanding sports events of past and present.

Meet the Missus, quiz program with Cliff Johnson and Jim Conway interviewing Chicago women's groups with prizes for winners.

Lon Saxon Sings, featuring male vocalist with a baritone voice compared by WBBM to the late Russ Columbo's.

Story of Today, dramatic half hour reenacting exciting current and historical events.

WMAQ Plans

WMAQ-NBC plans to introduce several new programs not now on the air, using Chicago talent, and will feature entertainers who have been absent from the airlanes while in the service. Jules Herbuveaux, WMAQ-NBC program manager, said the NBC New York office is encouraging the Chicago division to originate as many shows as possible and have asked for audition records of several Chicago produced shows for possible network sponsorship.

Mutual's Midwest office, which depends upon WGN for new program ideas other than those submitted by agencies, is known to be considering Two-Ton Baker, popular WGN entertainer, for two or three "different" types of programs as well as several other WGN programs.

WGN itself has available for sponsorship Two-Ton Baker, "Spotlighters" vocal quartette and instrumentalists, Guy Wallace and Carolyn Gilbert, and programs utilizing its own staff of news commentators and analysts. Here again, lack of available time is handicapping WGN's plans to introduce new program ideas.

Buck Gunn, WGN program director, pointed to two of the biggest production shows on the air, *The Human Adventure* and *The Chicago Story* as available for sponsorship. He credited the programs as doing much to stimulate local radio activities even though they are at present sustaining.

Shows Available

Gene Rouse, program director of WENR-ABC said Chicago is "definitely included" in the network's plans to introduce new and "different" types of shows.

Several sustaining shows available for sponsorship have appeared on ABC from Chicago in recent months and are "making real progress" according to Rouse. These include *Club Matinee*, Saturday, 11:30-12:00 CST; *Wake Up & Smile*, Saturday, 8:00-8:30 a. m. CST; and *Our Singing Land*, featuring American folk music by Ed Davis, daily, 12:45-1:00 CST.

Other shows which ABC would carry were time available are *World of Tomorrow* based on post war discoveries in science and industry, and *Stump the Authors*.

Program directors of most Chicago stations agree there is still a wealth of talent to be exploited and tend to disclaim reports that agencies and networks do not want to build shows from Chicago. They point to the number of fine musicians, singers and actors currently featured in both radio and Chicago night clubs.

Consensus is that what Chicago needs isn't more sponsors but more hours. They also point to the general excellence of most local programs and feel that many sponsors are getting "network talent" at local prices.

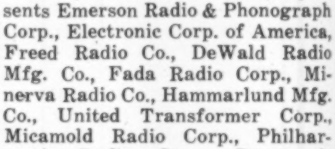
N. Y. MFRS., LABOR FIX WAGE INCREASE

UNITED ELECTRICAL Radio and Machine Workers of America (CIO) and the Electronics Manufacturers Assn., representing 15,000 workers and 18 companies, last week announced that a 20% wage increase had been granted.

James McLeish, president of the New York-New Jersey District of the UE, and Walter Wyckoff, president of EMA, jointly announced the wage increases as "part of the first area-wide industry agreement in the history of the radio manufacturing industry." As such, they said, the agreement is "a signal step forward. . . . It provides a model for collective bargaining between labor and the manufacturers throughout the country."

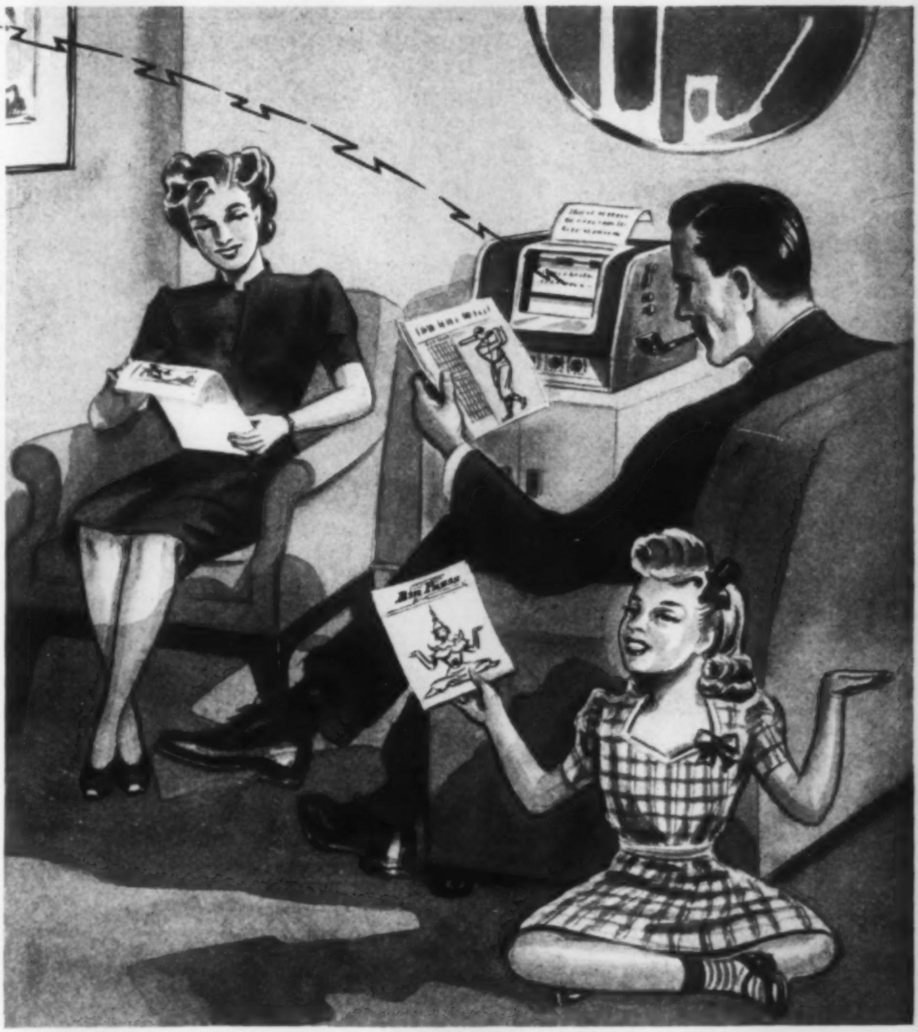
EMA, a trade association, represents Emerson Radio & Phonograph Corp., Electronic Corp. of America, Freed Radio Co., DeWald Radio Mfg. Co., Fada Radio Corp., Minerva Radio Co., Hammarlund Mfg. Co., United Transformer Corp., Micamold Radio Corp., Philharmonic Radio Corp., Panoramic Radio Corp., Presto Recording Corp., Espey Mfg. Co., Adams Laboratories, University Laboratories, Kurman Electric Co., and Federal Mfg. & Engineering Corp., all of New York, and Solar Mfg. Corp., of Bayonne, N. J.

1 CHOICE IN CHATTANOOGA IS
WDOD
20th YEAR
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES
first IN (1) AUDIENCE
(2) PUBLIC SERVICE (3) RESULTS



"I don't go to church, Reverend, 'cause your sermons on WFDF Flint make me feel like a sinner."

BROOKLYN *or* BANGKOK



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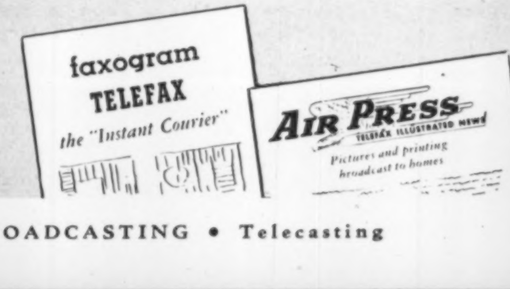
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A PLAIN STATEMENT OF
RECORDING METHODS

FOREWORD: *Today, widespread confusion exists in the public mind regarding so-called "postwar" methods of recording and reproducing voices, music and other original sounds. Yet the straight facts are quite simple. As one of the leaders in the sound-recording industry, we have thoroughly explored these facts and weighed them in the balance. The results are contained in the statement below.*

Wm C. Speed

President, AUDIO DEVICES, INC.

* * * *

THE public is beginning to examine, very carefully, some of the postwar dream-products that were breaking into print while World War II was still on.

Certain manufacturers with the good taste not to claim that their products were winning the war, and who therefore had little to talk about, resorted to beating the gun on "postwar planning."

The public was seriously led to believe, for example:

—That glass-and-plastic cars, streaking along express highways at 100 miles an hour, will make all pre-Pearl Harbor models as extinct as the Dodo.

—That full-color television, with 15-minute news broadcasts as standard equipment, will sweep newspapers and radio sets into the discard.

—That invisible electronic fish-fences will fence the big ones in.

—That futuristic pre-fabricated postwar homes, equipped with screenless screens, heatless light and remote-control base plugs, will be mounted on swivels and turn with the sun.

—That the automobile of the future will take wing from a wide place in the highway, and just as easily ford a rushing river.

Certain of the postwar products which thus burst into print can fill a definite public need or desire. Others, however interesting, are either without practical application and were publicized beyond their actual possibilities, or exist only in the fevered imaginations of artists and writers.

Generally speaking, most manufacturers are now aware that publicity of this kind leads only to confusion, and thus tends to tighten, not loosen, America's purse-strings. That the public, already fed up with shoddy wartime quality, is getting just as fed up with postwar gadgets too.

Newness alone is not enough. It's got to be better—better —BETTER.

That's when the purse-strings will loosen. That's when the public will buy.

* * * *

The American peacetime public does not hesitate to discard last year's car when next year's model comes out; junk the old coal-eating kitchen range for a sleek new streamlined wonder with automatic oven control; or jettison millions of ice-boxes to make room for electric refrigerators.

Something not only new but BETTER. That's what built this country and the American way of life.

A pre-war product with postwar improvements, yes.

But a postwar product that has not proved itself an place else than on paper—a loud and resounding *NO.*

* * * *

This brings us to an examination of the industry w represent: *High-fidelity sound and voice recording.*

First of all, we are not—nor do we aspire to be—one o the producers of popular or symphonic phonograph re ords.

That is not our field. Our place in the picture is mor basic.

We make (1) instantaneous recording blanks (audi discs) on which voices, music and other sounds are re corded for immediate or later playback. (2) Maste audiodiscs used for the original recording in the produ tion of phonograph records.

In the great broadcasting stations from coast to coast in the great motion picture studios; in the recordin studios of phonograph record manufacturers; and i America's leading schools and colleges; our audiodis are predominantly used.

Thanks to this universal acceptance, we are the large manufacturers of professional recording discs in th world.

So we feel it is our obligation and our privilege to pla before the public the facts regarding the "sound-recor ing methods of the future."

* * * *

It is true, of course, that from early 1941 to V-J Day all sound recording suffered to some extent; not onl from wartime scarcities and restrictions but from lac of the best raw materials.

Our own supplies were severely curtailed. Our produ tion of audiodiscs was limited to the Armed Force broadcasting stations and similar professional requirements. Manufacturers of recording machines were sim larly restricted.

But the manufacturers of recording discs and machine and the commercial record producers, have not been idl

Thanks to improved types of disc recording and reproducing equipment, plus improvements in audiodisc manufacturing, it is now more convenient than ever t record, instantaneously, sound-gradations and frequencies whose fidelity is uncanny.

Records made by this method now reproduce origina sounds so exactly that the *human ear cannot distinguis the recording from the original "live" studio performance.*

Record producers, too, have so improved their material and technique that pressed records, often turned out b the millions, can now faithfully reproduce the origina recordings.

And thanks to these and still other coming development in audiodisc manufacture, *these seemingly uncanny results will soon be as easy to attain in an average scho or home, as in a professional recording studio.*

So we say to every radio and phonograph manufacturer *From now on, equip your sets with disc recording an reproducing units.*

For the recording industry will shortly bring to "amateur" recording the same fidelity now realized in th professional radio broadcasting industry.

FACT ABOUT THE SOUND-
OF THE FUTURE:

Facts like these are in themselves significant. But listen to this:

We have already mentioned that the American public will go for something new, if—*and only if*—it is not merely new but BETTER.

So we have given the most painstaking fact-finding study to the so-called sound-recording methods of the future.

And we hereby report to the American public that *no other practical method of sound recording—tape, film or wire — can either record or reproduce sound, voice or music with anything like audiodisc fidelity.*

* * * *

Now let us fictitiously suppose for the moment that one of these new methods, upon investigation, *did* seem better than disc recording—which, we repeat, they definitely are not.

This new method could not come as a revolutionary overnight development, so far as the public is concerned. *It would have to come as an evolution taking years to accomplish.*

The public would require considerable time to become accustomed to the new method and learn how to use it. And despite the American public's willingness to buy "something new and better," the cost would be enormous:

1. The public now owns about 5 million disc phonographs, a total investment (at retail) of about $250,000,000.
2. The public now owns at least 200 million 12″ classical disc records plus incalculable quantities of 10″ popular discs, whose total dollar value is astronomical.
3. The public has also spent upwards of $10,000,000 on disc accessory equipment—needles, albums, racks and the like.
4. The public owns large security holdings and investments in manufacturers' disc recording equipment — matrices, pressing plates, machinery, motors, needles, and the many smaller manufacturing plants which support the whole great disc record and recording business as we now know it.
5. America's retail trades-people own over 400,000 disc juke boxes at an average cost of $300 each—an investment approaching $120,000,000 and pouring millions of nickels nightly into America's cash registers.

The public would gladly discard these millions of dollars' worth of disc records and equipment, if it were worth their while to do so.

—BUT THE FACT REMAINS THAT NO OTHER PRACTICAL METHOD OF SOUND RECORDING COMPARES WITH THE AUDIODISC METHOD IN CONVENIENCE, IN FIDELITY OR IN QUALITY.

We repeat: *The plain facts conclusively indicate that the "sound-recording methods of the future" you have heard so much about, are not only NOT "BETTER" but are not nearly as good.*

In recording, the audiodisc has the following advantages:

- a. Easy cutting characteristics.
- b. Positive thread-throw with no annoying static.
- c. These qualities do not change, regardless of the age of the disc.

In playback, the audiodisc has the following advantages:

- a. Brilliant high-frequency response.
- b. No audible background-scratching, even after many playings.
- c. No increase in surface noise from time of recording to playback or processing.

—AND FINALLY: These qualities will last as long as the recording is needed. There is no deterioration with the years.

Can any other "recording method of the future" lay even partial claim to any such advantages as these?

The facts give the answer: No.

* * * *

TO SUM UP: For the public's information, here are the basic points—each one of which indicates that the "sound-recording method of the future" has actually been here for years:

All of the several methods of sound recording and reproduction—disc, wire, tape and film—have their particular uses and limitations. A disc turntable and cutting arm, obviously, cannot be used in a plane. The other methods are adaptable for office reference or other uses when absolute fidelity is not a factor.

But the audiodisc type of recording is the method which is preeminent in three ways—true fidelity, ease of making pressed phonograph records, and convenience.

It is thus the method which will continue to bring the public delayed broadcasts and transcribed programs over the air.

It is the method that will continue to supply the original sound recordings from which phonograph records are produced by the hundreds of millions.

It is the method which will serve the increasing demands of schools and colleges, in dramatics, language and music instruction, speech correction and scores of other ways.

And finally, it is the method which will be used in countless homes.

From now on, in the postwar era, watch the disc recording industry grow.

It is the sound-recording method of the future—and it has been here all the time.

AUDIO DEVICES, INC.
Makers of Audiodiscs
444 MADISON AVE., N. Y. 22, N. Y.

NOTE: *The above statement is published, in behalf of the recording industry, in newspapers and trade magazines throughout America. Reprints, singly or in quantity, are available to individuals and organizations within the industry. Proofs suitable for posting in retail store windows and in offices of jobbers or distributors will be furnished without charge. Write: Bryce Haynes, Vice President, Audio Devices, Inc., 444 Madison Avenue, New York 22, N. Y.*

ROME RITES GIVEN NETWORK COVERAGE

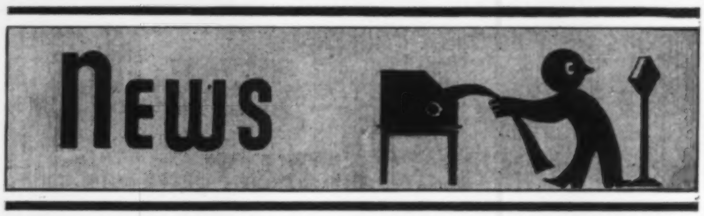
PUBLIC Papal consistory at St. Peter's, Rome, was broadcast by CBS and ABC at 6 a. m. last Thursday as a climax to a week of radio coverage of the historic ceremonies creating 32 new cardinals in the Catholic Church.

Mutual aired a 15-minute show Thursday from 1:15 to 1:30 p. m. featuring its correspondent, Seymour Korman, describing the morning's solemn ritual. MBS on Monday had carried a broadcast from Mr. Korman concerning the secret consistory and carrying special messages from the four American prelates who became cardinals.

Throughout the week NBC's *World News Roundup* carried reports from Max Jordan in Rome. NBC's key station WEAF New York took a pickup from Mr. Jordan on Thursday 6 to 7 a. m. from St. Peter's at the scene of the public consistory. On Wednesday (12:30-1 p. m.) WEAF carried a transcription of an address by Pope Pius XII from the Vatican.

On Tuesday (12:30-12:45 p. m.) ABC broadcast an address by Francis Cardinal Spellman, former Archbishop of New York, speaking from Rome.

AN OPERA with words by Norman Corwin, radio writer-producer, and music by Bernard Rogers, titled "The Warrior", has been awarded the $1,500 prize in the Alice M. Ditson Fund Contest sponsored in cooperation with Columbia U.



JOHN STROHM, managing editor of the Prairie Farmer and conductor of "World Neighbors" on WLS Chicago, leaves March 1 for writing and radio tour through Europe and Russia. He will concentrate on food and farming in former German occupied countries and in Russia. The WLS commentator is president of the American Agriculture Editor's Assn.

JOHN P. O'CONNELL, released from the Army, has been added to the news staff of WWL New Orleans as police reporter. He will broadcast from press room of criminal court.

LESTER A. HALPIN, news editor of KOIN Portland, Ore., is father of a boy.

ELMER DAVIS, ABC news commentator and former head of the OWI, Feb. 26 will address the Rotary Club of Chicago on "Forging World Peace" and on Wednesday the Chicago American Council on "Public Relations." Mr. Davis will broadcast his two ABC programs from Chicago on those days.

BRUCE R. McCORMICK, formerly with Terre Haute (Ind.) Tribune, has been appointed by WBOW Terre Haute to cover local news.

BILL METCALFE, senior editor at CBC Winnipeg, is the father of a girl.

SAM ROSS, news and special events director of CKWX Vancouver, is on an extended business trip to eastern Canada.

JOHANNES STEEL, commentator on WHN New York, was defeated in his campaign for Congressman when Arthur G. Klein, Democratic nominee, was elected Congressman from 19th New York District to fill the vacancy left by the elevation of Samuel Dickstein to New York State Supreme Court. Mr. Klein polled 17,360 votes; Mr. Steel, 13,421 and the Republican candidate, William S. Shea, 4,314.

BACK IN GROOVE, Lt. Comdr. Bob Garred (center) received official welcome when he resumed daily "Bob Garred—News" on CBS Pacific stations in mid-February. Welcomers are Donald W. Thornburgh (left) CBS Pacific Coast vice-president and Robert T. Van Norden (right), vice-president of Brisacher, Van Norden & Staff, servicing Peter Paul account. Soil-Off Mfg. Co. is second Garred sponsor.

HILARIOUS half-hour was had by all when sportscasters of Portland, Ore., stations gathered on airwaves of KGW Portland to honor twentieth anniversary in radio of KGW's Rollie Truitt. "Throwing the book" to make Brother Truitt "blow his lines" are (clockwise) Paul Crain, KEX; Mr. Truitt; Don Kneass, KGW; Johnny Carpenter, KOIN, and Al Schuss, KXL. Sportscaster of KALE, Jack Colon, laughed himself right out of the picture.

JACK WELLS, special events and sports announcer at CKRC Winnipeg, Man., is the father of a boy.

JIMMY VANDIVEER, released from the Navy after three years' service, has returned to KFI Los Angeles as director of special features. He will handle special events and work with FM. For two years he was officer in charge of special events for 11th Naval District and during past year was on public relations staff of Adm. Nimitz.

ROGER SPRAGUE, formerly on writing staff of "Alka Seltzer Newspaper of the Air" on Don Lee Pacific stations, has been appointed to newly created post as NBC Western Division assistant manager of news and special events. Prior to Don Lee assignment he was with NBC Hollywood press department.

NORM MARSHALL is new sports and special events director of CJAD Montreal, switching from CKLW Windsor. He is former program director of CHML Hamilton.

SCOTT WEAKLEY, special events director of KROW Oakland, Calif., is conducting a 17-week course in radio voice and workshop at Oakland Technical Adult Evening School.

BILL BRUNDIGE has been signed by WOL to replace **RUSS HODGES** as head of the sports department of the Cowles Washington outlet. Mr. Hodges leaves for New York assignment March 1. Just released from the Army, Mr. Brundige headed the sports section of Arme Forces Radio Service. Prior to that h was with WDOD Chattanooga, WSD Nashville and KQW San Francisco.

VIC PECK, Army veteran of four year service, is now sports announcer KTSW Emporia, Kan. New addition local news reporting staff of KTSW **BOB MOTT**, also Army veteran.

RUSTON E. MARSHALL, in newspape field for 19 years, is new sports an nouncer, special events man and re porter at WPAY Portsmouth, Ohio.

QUENTIN REYNOLDS, corresponden and commentator who yesterday (Fe 24) started new series on Mutual fo Pepsi Cola, will have his eighth boo "Seventy Thousand To One," publishe this spring.

LAWRENCE PICKARD, released fro duties as first lieutenant with the 82 Airborne Division, has joined WO New York as news editor. Before enter ing the Army he was with Yonke Herald-Statesman.

JAMES G. LITTLE has returned t WTAG Worcester, Mass., to edit an broadcast late afternoon and evenin news programs. Mr. Little had been news editor at WTAG from 1934 unti Sept. 1942 when he entered the Nav from which he was recently discharge as lieutenant commander.

Programs

(Continued from page 22)

whether the FCC budget could be cut in the FM and television fields. "My thought was in view of the fact that FM has not yet arrived—it is at the door—that it might be possible to make a reduction in the Commission's estimates in that field," he said. "Possibly a reduction in the field of television which in turn, is hardly out of the experimental stage as yet." Mr. Porter agreed, although he pointed ou that the Commission's peak loa comes in the early stages and no after a service is established.

Mr. Porter predicted that wit FM and television, capital investments and consumer goods in the communications field in the next two years would reach $6,000,000,000.

On All Nets

PRESIDENT Harry S. Truman and Winston Churchill will be heard March 5, 4:30-5:30 p.m. EST on all national networks in a broadcast originating at Westminster College, Fulton, Mo., where the two notables will receive honorary degrees.

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Model 550—One dial; 1,000,000 ohm steps; 10,000,000 ohms total resistance $45.00

SHALLCROSS MODEL 630
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"I wish they'd listen to something besides WJAR."

"I wish they'd listen to something besides WLBZ."

"I wish they'd listen to something besides WRDO."

"I wish they'd listen to something besides WTIC."

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NERN

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Surveys, like sales curves, show NERN out in front with New England radio audiences. Occupying only 2% of the nation's land area, New England radio audiences nevertheless consume over 7% of the annual sales of retail goods, nearly a third more per capita than the national average.

A sure way of winning your share of this rich market is through NERN — the network that goes into 96.6% of all New England homes. All NBC Affiliates, NERN stations broadcast the country's outstanding network shows plus capably planned programs of local interest.

To sell this concentrated NERN audience costs only $296 per daytime quarter-hour, with no line charges and with free studio facilities in Boston, Hartford or New York. When you buy NERN, you buy a network.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

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San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

PRODUCTION

RICHARD B. RAWLS, former manager of studio operations for CBS, has joined ABC as manager of television operations. He will handle administrative duties in operating network's video division under supervision of **PAUL MOWREY**, manager of the division.

BARRY GRAY, m.c. of all night program on WOR New York, is writing a book to be titled "So You Want to Be in Radio."

JACK BAILEY, m.c. of Mutual's "Queen for a Day" series, is writing the story of his many years in show business.

JACK TYLER, for more than two years writer at the Army signal photographic center, Astoria, L. I., has returned to CBS as an assistant director. **FRANK DODGE**, released after three years of service with Army engineers, also has returned to CBS as assistant director.

JULIAN GARSON, special events director of CKOC Hamilton, Ont., is the father of a boy.

LEE HARVEY is new addition to announcing staff of KTSW Emporia, Kan.

STAN ROSE, in Navy for four years, joins station's continuity department as does **NORMA JOST**. Program director is **MIRIAM PORTER**, with KTSW since 1939.

HAZEL McINTOSH of music library staff of KGFJ Hollywood, besides losing personal belongings, was burned about the head and face Feb. 17 when fire partially destroyed dormitory in which she was living.

EMILY CRANDALL has started series of women's programs on WGTM Wilson, N. C. Titled "For the Ladies," program is aired three weekly.

ALEX ROBB, NBC Western Division manager of program talent and sales department as well as assistant program manager, was rushed to Santa Monica Hospital Feb. 17. Nature of illness has not been determined.

HENRY UNTERMEYER has rejoined WABC New York as director after five years' service in the Army.

DURWARD KIRBY, m.c. of NBC "Honeymoon in New York," underwent an emergency appendectomy Feb. 19.

RALPH EDWARDS, producer and m.c. of Procter & Gamble Co. NBC "Truth or Consequences," is the father of a girl.

BRUCE CHAPMAN, creator of the "Answer Man" program on WOR New York, has compiled a book of 2000 questions and answers to be published this spring by Dodd Mead & Co. under title "Here's the Answer" ($2.50).

CHARLES R. BAKER, switching from KOA Denver, has joined the announcing staff of KDYL Salt Lake City.

ARTHUR TUCKER, previously with KOY Phoenix, Ariz., and KALL Salt Lake City, has been appointed continuity editor of KSUB Cedar City, Utah.

FRANK FINNING, for three years with WMUR Manchester, N. H., is new member of the production staff of WFEA Manchester.

MARY C. DUDLEY, formerly in newspaper, radio and advertising work in Rochester, N. Y., Washington, Tampa, Boston and New York, has been named continuity director of KFTC Kinston, N. C. **CHIC WINGATE**, previously with WEGO WAYS WKPT, is new WFTC production director. **BEN TAYLOR**, for six years in the Marine Corps and with AFRS, has been appointed chief announcer of WFTC.

BENTLEY MORRIS and **RICHARD GARTON**, with Army discharge, have resumed as announcers at KFWB Hollywood.

HUGH IVEY has joined WAGA Atlanta, Ga., as announcer. Recently discharged from the Navy, he was formerly with WSB Atlanta.

DAVID K. FULTON, for five years with West Virginia Network, has been appointed director of special events at WGAC Augusta, Ga. He also will be m.c. on WGAC's "1240 Club," afternoon record show.

GEORGE RUSSELL TORGE, out of Army, has resumed as WBEN Buffalo program director. **WOODY MAGNUSON** is now assistant to WBEN Station Director **C. ROBERT THOMPSON**.

BOB DuFOUR, out of Navy, is now back on WTIC Hartford, Conn., production staff.

NAT M. ABRAMSON, director of the entertainment department of WOR New York, has been elected president of the Entertainment Managers Assn.

ARCH OBOLER, Hollywood radio writer-producer, has been signed to a new MGM film term contract and assigned to direct one of his own original stories, "I'll Tell My Husband." Mr. Oboler is author of more than 400 radio plays.

PAUL MEILLEUR is new producer on "Tonight in Chicago" program over WJJD Chicago. He replaces **MATTHEW BRESCIA** who has returned to promotion work in Cleveland.

BENJAMIN J. GREEN, former radio director of H. W. Kastor & Sons, Chicago, has joined the production staff of ABC Central Division. He just has been released from the Marine Corps after two years' service.

TOM MOORE has been named m.c. of Sinclair "Quiz Club" on WBBM Chicago, Sat. 9:45-10 p.m. (CST). He also appears as Charley Warren on CBS serial, "Ma Perkins."

OLE OLSON, of the team of Olson & Johnson, takes over Feb. 25 as m.c. of ABC "Breakfast Club," Chicago, during absence of **DON McNEILL** who is vacationing in Miami for two weeks.

DICK CHARLES, formerly with KFEL Denver, and **JACK DOUGLAS** and **BILL HARWOOD**, all service veterans, have been added to the announcing staff of KILO Grand Forks, N. D.

CHARLES M. BAXTER has returned to the announcing staff of WTOL Toledo, Ohio, after more than two and a half years' service in the Navy.

KAREL PEARSON has taken over as acting night manager of NBC Hollywood during second leave of absence of **COMMDR. ROBERT DON THOMPSON**, to arrange radio coverage of forthcoming atom bomb tests in the Pacific.

CHARLOTTE LIDE has resumed her duties as music director of WIS Columbia, S. C., following a month's illness.

BRYSON RASH, director of special features of WMAL Washington, is the father of a girl born Valentine Day.

G. W. RICHARDSON, discharged as squadron leader from RCAF after five and a half years' service, has returned to CBC Ottawa as assistant director of personnel and administrative services.

CONRAD BOGER, out of the Canadian and Netherlands Armies, has joined the CBC International Service at Montreal as announcer-writer in Netherlands section.

WILLIAM E. BELLMAN, released from the Canadian Army, has joined CBO Ottawa as announcer.

BERNARD DEAVILLE, discharged after three years in RCAF, has returned to CBC Winnipeg as producer.

H. Z. PALMER, released from Canadian Army as major, has been appointed program administrative officer of CBC Toronto.

ALAIN GRAVEL has joined the announcing staff of CBF Montreal. He was French-Canadian announcer of BBC London during war.

JACK THORNE, out of RCAF, has joined the production staff of CBR Vancouver.

SYDNEY C. DIXON, CBC producer at Toronto, has been appointed producer at CBC Winnipeg.

KEN BROWN, formerly manager of ZNS Nassau, Bahamas, has joined the CBC International Service, Montreal, as producer of British West Indies section.

NED CONLON, out of Canadian Army, has returned to CBH Halifax, N. S., as announcer.

ADELAIDE HAWLEY, WEAF New York commentator, last week flew to Paris to cover spring fashion showings.

CAREY CRONAN, director of special events and public relations at WNHC New Haven, Conn., has returned to the air as conductor of "The New Haven Digest," program of local news and personalities broadcast Mon.-Fri. 7:15 p.m.

KSD to Rome

ST. LOUISANS have been kept informed of the travels and experiences of John Cardinal Glennon of St. Louis through Frank Eschen, director of news and special events for KSD, who accompanied the Cardinal to Rome. After sending back transcriptions from Dublin, Mr. Eschen conducted two broadcasts in Rome with high church authorities describing consistory ceremonies and previewing scheduled events. On Thursday, Cardinal Glennon broadcast his first message to St. Louis since receiving his elevation to prince of the church. Mr. Eschen plans three other broadcasts, from Paris, London and Berlin, if possible.

JAMES C. SHATTUCK, released from active duty by the Navy with rank of lieutenant commander, has returned to the CBS editing department. Joining the Navy in May 1942, Mr. Shattuck supervised Navy radio reporting of the Normandy invasion, subsequently facilitated Navy's radio coverage in Pacific theatre until V-J Day, and during his last few months of service had charge of the radio section of the Navy Dept. office of public information, Washington.

DICK WARNER has been added to the production staff of WGST Atlanta, Ga. **CHARLES EDWARDS**, released from the Army, has rejoined WGST announcing staff.

GEORGE REED, announcer at WIBM Jackson, Mich., has rejoined station following release from the Army after service of three years.

IRWIN E. DIERDORFF Jr., released from service as captain in Army combat engineers after 44 months in Alaska and Italy, and **PAUL H. KEEFE**, Navy lieutenant with three years' Pacific duty, have rejoined the announcing staff of WCOP Boston.

NANCY HUDSON, after two and a half years' service in the Waves, has returned to WBIG Greensboro, N. C., as news and continuity editor. **CARL THOMPSON**, news staff member, resigns to join the Washington bureau of Wall Street Journal.

George Returns

RAYMOND B. GEORGE has returned to post as sales manager of the accessory division of Philco Corp., Philadelphia, following release from Army. He was in service four years.

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1031 NORTH ALVARADO STREET • LOS ANGELES 26, CALIFORNIA

An All-Time Favorite

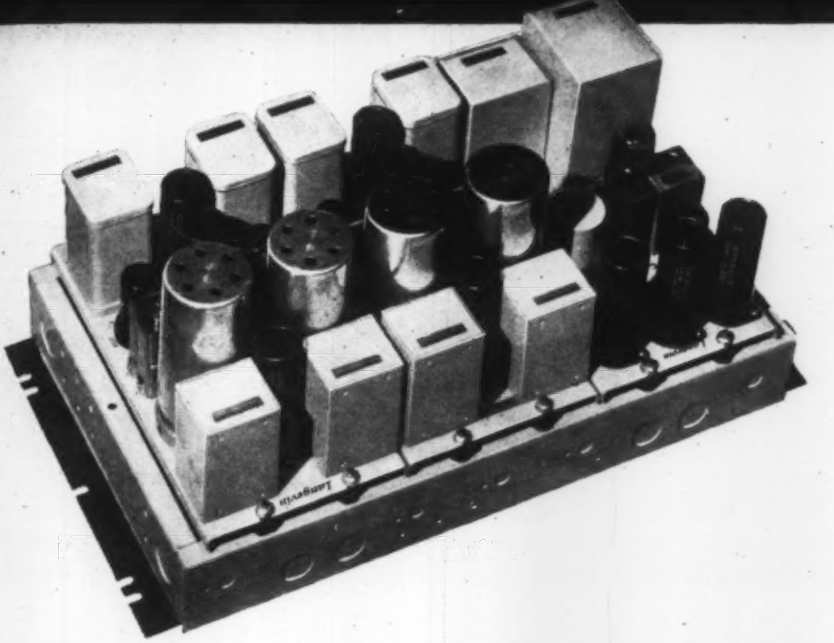
DADDY
Published by
REPUBLIC MUSIC CORP.

Performance Rights
Licensed Through
BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

STUDIO AMPLIFIERS

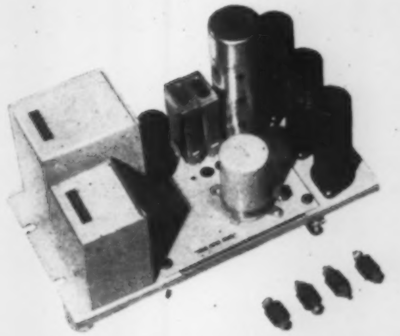
Engineered for High Quality Performance and Dependable Service



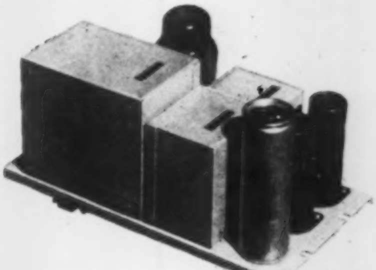
AT LEFT: Two Langevin Type 111-A Dual Pre-Amplifiers and one Langevin Type 102-A Amplifier on a Type 3-A Mounting Frame. This unit provides four pre-amplifiers and one line amplifier, or three pre-amplifiers, one booster amplifier and one line amplifier, all occupying 10½ in. of rack mounting space. An external power supply, the Langevin 201-B Rectifier, as shown below, is required. The Type 3-A Mounting Frame can be housed in a Type 201-A Cabinet, for wall mounting, if desired.

Langevin Audio Transmission Facilities are designed and built to have the extended frequency response, noise and distortion levels required in the F.C.C. Regulations for FM transmission.

In complying with these regulations too much emphasis cannot be placed on the quality of the transformers that are a part of the audio system. Noise, for instance, is largely associated with the input transformers—distortion, with the output transformers—and frequency response with both. Therefore, the transformers in Langevin equipment are manufactured by us—and are held to a specified tolerance—so that frequency response, noise and distortion levels of the entire system are well within requirements.



The Type 106-A Amplifier is a two-stage, fixed medium gain; low noise pre-amplifier, or booster amplifier, for use in high-quality speech input systems. The Type 106-A can be mounted on one-third of the space available on a Type 3-A Mounting Frame in combination with two Type 111-A Pre-Amplifiers, or in any similar combination.



The Type 201-B Rectifier supplies plate and filament power for the Langevin Types 102, 106, 111 and similar amplifiers from a 105-125 volt, 50-60 cycle AC source. The ripple voltage of the 201-B Rectifier is 0.04% at full power output 75MA and 0.02% at a drain of 30 milliamperes.

"Worthy of an Engineer's Careful Consideration"

The Langevin Company

INCORPORATED

SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK
37 W. 65 St., 23

SAN FRANCISCO
1050 Howard St., 3

LOS ANGELES
1000 N. Seward St., 38

YOU CAN'T MISS!
28

CARRYING ALL CBS MAJOR PROGRAMS

KGVO

MISSOULA · MONTANA

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

The station with most of the listeners most of the time.

"Hooper after Hooper proves it!"

KTSM

EL PASO, TEXAS

Nat. Reps.
Geo. P. Hollingbery

67th Market
TRI-CITIES
ROCK ISLAND - MOLINE
DAVENPORT

No outside station can compare with WHBF for right-at-home SELLING POWER!

WHBF

BASIC MUTUAL 5KW 1270KC

SPONSORS

DR. HARRY DEAN WOLF, former manager of sales research for Colgate-Palmolive-Peet Co., has been named director of marketing research, and **ROBERT O. FERNALD** appointed his assistant. Mr. Fernald was formerly in charge of radio and consumer research at Lever Bros. Co.

MARXMAN PIPES, New York, sponsored "Closeups," a variety telecast on WNBT New York last Friday evening as a one time test. Program was placed direct.

CARNATION Co., Milwaukee, has started its ninth year of sponsorship of C. Israel Lutsky, "The Jewish Philosopher," on WEVD New York. Program is placed by Irwin Wasey & Co., Chicago.

BOYS MEET HAT as sponsor and agency men fete Hedda Hopper, commentator for Armour & Co., during her stay in Chicago. Greeting her are (l to r) D. B. Hause, Armour advertising manager; C. P. (Pete) Jaeger, ABC sales v-p; F. W. Specht, Armour v-p; Miss Hopper; Les Mosley, Foote, Cone & Belding; Stuart Dawson, FC&B radio director; George Monroe, Armour canned food sales manager.

THE MILKO CONE & BAKING Co., Chicago, has appointed The Jacobs Co., Chicago, as its advertising agency. Philip Rouda is account executive.

ADOLF GOBEL Inc., New York (meat products), has appointed Hirshon-Garfield, New York, to handle advertising. Plans may include radio.

M. J. MERKIN PAINT Co., New York, March 9 starts sponsorship of "Allen Prescott Talks" on WJZ New York Sat. 7:50-8 a.m. Mr. Prescott recently returned from Army service. Contract for 52 weeks was placed by Humber & Jones, New York.

FASHION FROCKS, Cincinnati (ladies dresses), has appointed Franklin Bruck Adv., New York, to handle advertising effective April 1. Radio will be included.

ADAM HAT STORES Inc., New York, has appointed W. Ian Mack & Assoc., New York, as public relations counsel.

LANGLEY'S Ltd., Toronto (chain cleaning stores), has started 24 transcribed flash announcements weekly on CKEY Toronto. Agency is McKim Adv., Toronto.

NATIONAL DRUG Co., Montreal (gin pills), has started thrice-weekly flash announcements on a number of Canadian stations, through McKim Adv., Toronto.

BARBASOL Co., Indianapolis (shave cream), has started transcribed flash announcements five days weekly on a number of Canadian stations. Agency is Erwin, Wasey of Canada, Toronto.

G. T. FULFORD Co., Toronto (Children's Own), is now using transcribed spot announcements thrice-weekly on a number of Canadian stations. Agency is Spot Broadcasting, New York.

CHARTERED TRUST & EXECUTOR Co., Toronto (institutional), has started quarter-hour Sunday musical program on CFRB Toronto. Account placed through MacLaren Adv., Toronto.

BIBLE INSTITUTE OF LOS ANGELES, and its subsidiary, Church of the Open Door, Los Angeles, for more than a decade serviced by Smith, Bull & McCreery, Hollywood agency, has appointed The Tullis Co., Los Angeles, to handle advertising. One of largest religious account users of radio nationally, group spends approximately $200,000 per year on network and station time. Institute currently sponsors thrice-weekly half hour "Bible Institute of the Air" on 35 stations of newly organized per-occasion United Pacific Network and uses transcribed versions on seven other stations. Church of the Open Door sponsors daily 30 minute "Bible Study Hour" on KMTR Hollywood and utilizes a morning and evening spot totalling three hours each Sunday for remote church services on KXLA Pasadena. Other radio is being planned.

ROBERT SMITH MANUFACTURING Co., Los Angeles (Nylon Dip, soapless concentrate), has appointed Frank Oxarart Co., Los Angeles, to handle advertising.

SPARKLETTS DRINKING WATER Corp., Los Angeles, adding to heavy schedule, has started sponsoring thrice-weekly ABC feature, "Constance Bennett Calls on You," on KECA Hollywood. Contract is for 52 weeks. Garfield & Guild Adv., Los Angeles, has account.

OAKLAND AUTOMATIC SALES Co., Oakland, Cal. (Wurlitzer music machine distributors), has started sponsoring five-weekly 25-minute recorded musical series, "Wurlitzer Hit Parade," on KROW Oakland, Cal.

BROADWAY DEPARTMENT Store, Los Angeles, adding to heavy local schedule, has started sponsoring weekly 55-minute "Teen Queen Club" on KMPC Hollywood. Program originates from downtown department store auditorium. Lee Ringer Adv., Los Angeles, has account.

PURETA SAUSAGE Co., and Butter Cream Baking Co., Sacramento, Calif., are co-sponsors for coming season broadcasts by KFBK Sacramento of home and away baseball games of Sacramento Solons.

ITALIAN & FRENCH Wine Co., Buffalo, is sponsoring Cecil Brown on WEBR Buffalo, Mon.-Fri. 11-11:15 a.m. Contract for 52 weeks placed through Ellis Adv., Buffalo.

AFFILIATED PRODUCTS Inc., cosmetic division of American Home Products Corp., New York, has appointed Young & Rubicam, New York, as agency to handle account for Neet deodorant.

MONTGOMERY WARD & Co., Chicago, through Foote, Cone & Belding, Chicago, is sponsoring help wanted campaign on area stations. Firm is using programs and spot on WLS WBBM WIND WENR WAIT.

CAL-GROVE PRODUCTS Co., Covina, Cal. (frozen orange juice), has appointed Robert F. Dennis Inc., Los Angeles, to handle advertising. Radio is being considered.

IMPERIAL TOBACCO Co., Montreal (Players cigarettes), has started five-weekly transcribed spot announcements on a number of Canadian stations. Agency is Whitehall Broadcasting, Montreal.

NETWORK ACCOUNTS

New Business

WILLIAM S. SCULL Co., Camden, N. J. (Boscul Tea), April 7 starts "A Present From Hollywood" on 51 ABC stations, Sun. 2-2:15 p.m. Agency: M. H. Hackett Co., N. Y.

Net Renewals

EQUITABLE Life Assurance Society of U. S., New York, April 5 renews "This Is Your FBI" on 185 ABC stations Fri. 8:30-9 p.m. Agency: Warwick & Legler, N. Y.

BORDEN Co., New York (Borden's Instant Coffee), March 9 renews "County Fair" on 147 CBS stations Sat. 1:30-2 p.m. Agency: Kenyon & Eckhardt, N. Y.

REVERE COPPER & BRASS, New York, April 6 renews "Exploring the Unknown" for 52 weeks on 128 Mutual stations, Sun. 9-9:30 p.m. Agency: St. Georges & Keyes, N. Y.

CONTI PRODUCTS Corp., New York, April 4 renews "Treasure Hour of Song" for 52 weeks on 126 Mutual stations, Thurs. 9:30-10 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.

GUM LABORATORIES, Chicago, March 17 renews "Sweetheart Time" for 52 weeks on 76 Mutual stations, 1:30-2 p.m. Agency: Makelim Assoc., Chicago.

WESTINGHOUSE - ELECTRIC Corp., Pittsburgh, March 11 renews Ted Malone for 52 weeks on 185 ABC stations, Mon.-Fri. 11:45-12 noon. Agency: McCann-Erickson, N. Y.

Net Changes

HELBROS WATCH Co., New York, April 7 increases Mutual "Quick as a Flash" from 136 to 280 stations, Sun. 5:30-6 p.m. Agency: William H. Weintraub & Co., N. Y.

SOUTHERN Cotton Oil Co., New Orleans (Wesson Oil, Snowdrift), March 4 moves "Try 'n Find Me" from 54 CBS stations to 79 ABC stations Mon.-Fri. 4:15-4:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

Kinker Joins WPAY

DON KINKER, released from the Army after 40 months' service in the Pacific, has joined the engineering staff of WPAY Portsmouth, Ohio.

Daniels to KTSW

PAUL DANIELS, Army Signal Corps veteran, has been appointed assistant chief engineer of KTSW Emporia, Kan.

KOOS
COOS BAY

The Voice of Southwestern Oregon

ITEM #1 OF A NEW POLICY

—Now—

A 24-Hour Station

Send for rate card

MUTUAL—DON LEE BROADCASTING SYSTEM

Army Recruiting Drive Is Success

Over Half-Million Enlisted as Result of Ad Campaign

ATTESTING to the worth of the professional advertising campaign conducted on behalf of regular Army recruiting by N. W. Ayer & Son, Maj. Gen. Harold N. Gilbert, Army recruiting chief, last week announced that more than a half million men had enlisted in the first four months of the drive.

Speaking before a luncheon of the New York Sales Executive Club at Hotel Roosevelt, Gen. Gilbert said the Regular Army "stands today as the largest force of volunteers ever recruited." He spoke after receiving the SEC citation for distinguished public service.

Long Way to Go

Although enlistment volume is heavy, Gen. Gilbert warned that "we still have a long way to go to reach our goal."

The recruiting campaign is using all recognized media, he reported. The Army is sponsoring a concentrated spot campaign on radio and last fall used all the college football time it could buy. In addition time has been sponsored on network news casts and other shows.

The Sales Executive Club Citation was given to Gen. Gilbert in recognition of the successful projection of the Army "as a career of dignity and promise for young Americans" and for the Army's "aggressive promotion for . . . a better, sounder public understanding of the vital role of our regular Army and its accomplishments in peace as well as in war."

Charles D. Larus Jr.

CHARLES D. LARUS Jr., 64, owner of WRVA Richmond, died Feb. 14 in Richmond.

Radio Institute

FOR FOURTH successive year, NBC San Francisco and KPO, network outlet, in cooperation with Stanford U., Palo Alto, Cal., will hold summer Radio Institute. Inez Robertson, university radio director and research associate of Hoover Library, is coordinator.

Talking Guitar

IT TALKED out in the middle of a *Shopper's Special* broadcast on WDRC Hartford, Conn. Joe Mace's electric guitar casually mentioned a drunk down on Front Street. It advised car number ten to go pick him up. Joe stopped playing; so did Otto Neubauer and the rest of his band. Listeners wondered. The nearby Hartford Police Dept. transmitter continued to transmit, unaware that it was being picked up by a guitar.

WPEN Names Allison To Sales Manager Post

M. F. (Chick) Allison, formerly sales promotion manager of WLW Cincinnati and recently discharged from the Navy, has been named sales manager of WPEN Philadelphia.

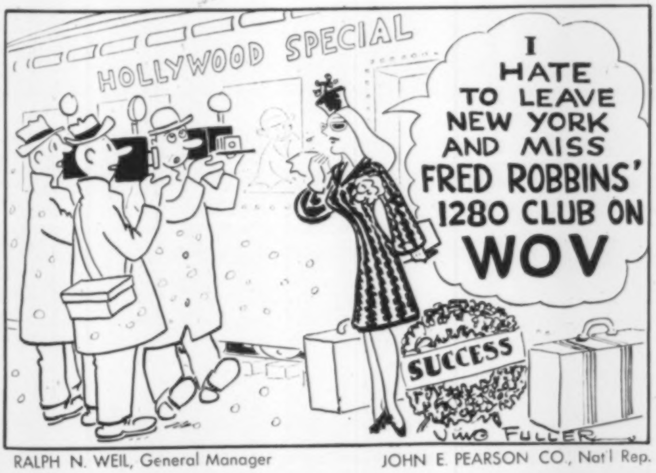
Mr. Allison

Mr. Allison joined WLW in 1940, remaining there until June 1944 when he received his Navy commission and was assigned to the Administrative Service Division of the Bureau of Supply & Accounts.

Price Control Favored In Informal Dreier Poll

RESULTS of an informal poll by Alex Dreier, NBC news commentator revealed over 85% of more than 7,000 radio listeners voting, were in favor of retaining price controls for at least one year.

Of the 7,402 postcards and letters received following Dreier's requests, only 12% were opposed to OPA, the NBC commentator said. Further classifications showed city residents voted 8 to 1 in favor of OPA, while farm residents were only 3 to 1 for OPA. Program is sponsored by Skelly Oil, through Henri, Hurst & McDonald, Chicago.


HOLLYWOOD SPECIAL
I HATE TO LEAVE NEW YORK AND MISS FRED ROBBINS' 1280 CLUB ON WOV
SUCCESS
VING FULLER

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

Atomic Bomb Test Coverage Planned

ARRIVAL of Commdr. Don Thompson in Washington last week threw into high gear preparation of plans for radio coverage of the forthcoming atom bomb test in the Pacific. Announcement of details and names of other industry figures who will work with him in this greatest of all "special events" awaits the return later this week of Navy Capt. Fitzhugh Lee, who is in charge of the public information group formed especially to handle publicity for the joint Army-Navy task force created for the Marshall Islands experiment.

Also awaiting Capt. Lee's return is the meeting with Army and Navy officials of the media advisory committee, postponed from last week. The Army-Navy joint public information group also moved last week to broaden the base of representation on the advisory committee representing all news media. [BROADCASTING Feb. 18]. Fox Case, assitant director of CBS Washington, represents radio on the general media advisory committee.

Comdr. Thompson, NBC West Coast night program superviser, was granted a second leave at the Navy's request to handle radio facilities and correspondents.

The radio section of the task force wants men who did this same kind of job during the war.

The atomic "Crossroads" operation is organized just as if war conditions prevailed, and it is no secret that Comdr. Thompson expects to stand regular watches and expects to have men along who can take their turn. There is a definite impression that there is no place for "junketeers" on this operation, as each one would mean one less working radio man.

Although the question of films for later televising is another matter which awaits action upon Capt. Lee's return, it is known that the question is now considered as belonging to the motion picture rather than the radio section of the joint public relations group.

Responsible Army and Navy men are not ready to commit themselves on the record, but there is strong indication that they feel no single network could possibly give complete coverage to the bombing. This strengthens the probability of a pooling arrangement at least on major highlights, as has been predicted.

Sportscasters Elect

DAVE DRISCOLL, WOR New York, was elected national chairman of the Sports Broadcasters Association at a luncheon meeting in New York last Monday. Officers elected for the New York chapter of the association are Bill Stern, NBC sportscaster, vice president, and Marty Glickman, WHN New York sportscaster, secretary. Bill Slater continues as New York president and Red Barber as associate vice president.

KFMB Sells SAN DIEGO

Sell from the "inside out" on KFMB. 90% of the population of San Diego County (373,000) live within 15 miles of our antenna. You can reach this concentrated, exclusive market quickly and properly on KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

Serving
INDUSTRIAL NEW ENGLAND

Nearly two million listeners in 3 New England states look to WLAW for their favorite ABC network shows. For steady sales results sell to this two billion dollar market. Send for coverage data: WLAW, Lawrence, Mass.

5000 WATTS 680 KC.

Basic Station
American Broadcasting Co.

WLAW

NATIONAL REPRESENTATIVES
WEED & CO.

A major advancement in the recording blank field . . .

10 Year GUARANTEE

GOULD-MOODY "Black Seal" ALUMINUM RECORDING BLANKS

. . . at no increase in price!

After prolonged research and experimentation, we have introduced technological improvements into "Black Seal" blanks that not only increase life span, but materially enhance the other finer characteristics of these blanks. And so positive are we of the worth of these perfected "Black Seals" that we're offering them to you on an unconditional ten-year guarantee basis.

You can't afford to be a recording isolationist . . .

"Black Seal" blanks will not rip up, disintegrate or powder after the first playing if kept in storage for any long period of time. You are in no danger of losing valuable recordings in what, up until now, you have considered your safe library of recording blanks. No matter how well you may be satisfied with your present blanks, you can't afford to be a recording isolationist. Try "Black Seals"—if, for any reason whatsoever, you aren't satisfied, return them at our expense.

THE GOULD-MOODY CO.
Recording Blank Division
395 BROADWAY NEW YORK 13, N. Y.

TECHNICAL

COMMDR. ARTHUR F. VAN DYCK, USNR, assistant to **DR. CHARLES B. JOLLIFFE**, executive vice president in charge of RCA Laboratories, has been awarded the Legion of Merit in recognition of his service as officer-in-charge of navigational aids in which the citation states in part: "Commdr. Van Dyck successfully developed and established the Long Range Electronics Navigational Aids system in the U. S. Navy and, developing universal operating methods and procedures, formulated world-wide plans for Loran installations."

JOHN DUNHAM GILBERT, technical supervisor of CBS shortwave studio and master control and also of WABC-FM New York, has been awarded the Navy Commendation Ribbon. Citation of Secretary of Navy Forrestal to former Lieut. Gilbert reads in part: "For outstanding performance of duty as project engineer in the Radar Beacon Unit, later as head of the Radar Beacon Sub-Section and finally as head of the Transpondon and Radar Beacon Sub-Section of the IFF and Racon Design Section of the Bureau of Ships from February 1943 to October 1945. Responsible for the design of all radar beacons used by the Navy, a major part of those used by the Army and many of those used by the British services, Lieutenant Gilbert solved some of the most difficult technical and administrative problems in the entire electronics field and established, trained and administered an organization to achieve rapid development of the critically needed equipment."

HAROLD J. SWANSON, WJJD Chicago staff engineer, has returned to the station after three and a half years overseas in both Pacific and European theatres.

JIM BARNHART, released from the Navy as chief electronics technician's mate, is new engineering staff member at WTOL Toledo, Ohio. He previously had been with WGKV Charleston, W. Va.

GUY FONTAINE, operator of CBO Ottawa, has been transferred to CBV Quebec.

L. E. OSBORNE, vice president and general manager of the steam division of Westinghouse Electric Corp., has been appointed senior operating vice president. He will be in charge of all manufacturing units.

GRANT STAUFFER, out of RAF Ferry Command, has joined the CBC International Service, Montreal, as engineer.

HURSCHEL URIE, chief engineer of KSUB Cedar City, Utah, has been named the outstanding young man of Cedar City for 1945. Junior Chamber of Commerce presented award.

PETE STEADY, formerly with World Broadcasting System, has been added to engineering staff of WFEA Manchester, N. H.

VERNON FISH, in the Navy two years as radar operator, has returned as engineer at KXOK St. Louis. He spent last 13 months of service in Pacific.

Prince Appointed

KENNETH C. PRINCE has been appointed general counsel of Hallicrafters Co., Chicago, producer of high frequency radio equipment. Mr. Prince, whose practice has been devoted principally to the radio industry, served nearly 11 years as executive secretary of the Assn. of Electronic Parts & Equipment Manufacturers. He entered the Navy in 1943 as a lieutenant (jg) and served two years as assistant communications officer to the Commander of the Pacific Fleet Submarine Force. He was awarded the Bronze Star Medal for his work "in effecting successful wolfpack communications".

ARRY L. BROWN, with the Army five and a half years as a lieutenant colonel in the Signal Corps, has joined WAGA Atlanta, Ga., as chief engineer. He was with 5th Army in Italy and Africa and with 5th Amphibious Corps in Japan in Military Government section. He was with WSB Atlanta for 11 years before entering service.

Mr. Wheeler

CARSON M. WHEELER, specialist in electronic tube design, has been appointed by Amperex Electronic Corp., Brooklyn, as chief engineer in charge of tube development. Before joining Amperex, Mr. Wheeler was for more than ten years with Federal Telephone & Radio Corp. As assistant to the director of vacuum tube research during the war, he contributed to several tube developments for radar and related fields and is credited with key work in development of the 200 kw shortwave tube.

PACKARD-BELL Co., Los Angeles radio set and equipment maker, has put into operation a profit sharing plan for employes as well as sick pay provision.

JOHNNY KELLY, released from armed forces, has been added to the engineering staff of WGTM Wilson, N. C.

WALTER R. JONES, general engineering manager for radio tubes of Sylvania Electric Products, has been appointed chief engineer of Sylvania radio tube division.

CHARLES L. STOCKDALE, chief engineer at KDYL Salt Lake City, is the father of a boy.

Ads Help Make Radio Possible, Says Borton

Mr. Borton

ONE of advertising's big problems, public relations, will be made easier since the war because many people now realize that it helps make possible our radio stations, newspapers and magazines. This was the opinion voiced by Elon J. Borton, president of the Advertising Federation of America, before a joint meeting of the Washington Advertising Club and the Women's Advertising Club of Washington last Tuesday.

The speaker cited the influence toward better understanding exerted by the War Advertising Council. He cited four points confronting advertisers: 1. Meeting the challenge of distributing the products the country has learned to produce in record quantities. 2. Training new and old personnel to deal with the many new and old media and to publicize new and old brand names. 3. Helping small business not to make mistakes which hurt the entire field through ignorance and lack of skilled and honest advertising. 4. Do a public relations job for the industry to raise popular opinion of advertising itself.

Bermuda's Only Station Plans to Start April 1

BERMUDA'S only station is planning to start operations about April 1, according to Cole E. Wylie, station manager. Station, whose call is still unassigned, will operate on 1240 kc, 250 w. The AFM has given permission for release of programs from any American network. Terms have already been drawn up with ABC and negotiations are in progress with other major U. S. nets. Most of the programs will be transcribed delayed broadcasts. Programs will be rebroadcast also from BBC and probably from U. S. shortwave [BROADCASTING, Dec. 10, 1945].

President of the Bermuda Broadcasting Co. is Sir W. J. Howard Trott, Member of Colonial Parliament. Others include E. J. Tucker Jr., MCP; John W. Cox, MCP, vice president, Bermuda Telephone Co.; H. D. Butterfield, director; J. E. Pearman, secretary-treasurer; and Mr. Wylie who was formerly part owner and vice-president of KPQ Wenatchee, Wash. and KVOS Bellingham, Wash. In September 1945 he was released from the AAF as major.

New Ernst Book Urges Radio 'Cartel' Inquiry

THE CONTENTION that radio, along with other media of mass communication is tending toward monopolistic control by a limited few is offered by Morris L. Ernst in his latest book, *The First Freedom*, scheduled for publication March 12, [$3, McMillan Co., N.Y.]

Mr. Ernst, a member of the New York bar for over 30 years and most recently eastern counsel for the Society of Independent Motion Picture Producers, sums up his analysis of the radio, publication and movie industries with an appeal for a Congressional inquiry into the present existing setup.

GE Blimp Tests

GE ENGINEERS were experimenting before the strike on television relay equipment in a blimp, firm announced last week. Plan was to test increased relay range at varying altitudes.

LIKE WLS IN CHICAGO
KTUC
GETS RESULTS IN TUCSON
Affiliated with The Arizona Network—
KOY, Phoenix,
KSUN, Bisbee-Lowell-Douglas
CBS
JOHN BLAIR & COMPANY

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
Consulting Radio Engineers
LABS: GREAT NOTCH, N. J.
OFFS: UPPER MONTCLAIR, N. J.
Phone: MONTCLAIR 2-7859

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N. W., Washington 5, D. C.
Decatur 1234

CONSULTING RADIO ENGINEER
JOHN J. KEEL
EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEER
★ ★ ★
1422 F St., N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

HAROLD B. ROTHROCK
Consulting Radio Engineer
●
301 N. Greenbrier St.
Arlington, Va.
Chestnut 2267

Garo W. Ray
Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

LENT and POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

GOMER L. DAVIES
Consulting Radio Engineer
P. O. Box 71 Warfield 9089
College Park, Md.

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEER
1108 16th Street N. W. Suite 405
Washington, D. C. NAtional 6982

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

CHAMBERS & GARRISON
Consulting Radio Engineer
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

CONSULTING RADIO ENGINEERS
EQUIPMENT ENGINEERING CO.
RADIO BROADCAST CONSULTANTS SINCE 1939
COLORADO BUILDING • WASHINGTON, 5, D.C.
600 PICKENS ST. • COLUMBIA, 19, S.C.

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

Universal Research Laboratories
ROYAL V. HOWARD, Director
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New Food Adv. Agency Established in Chicago

AN AGENCY specializing exclusively in food advertising was formed last week in Chicago, with the retirement from the army of Col. Rohland A. Isker, commanding officer of the Quartermaster Corps Subsistence Research & Development Laboratory.

The agency, Hooper-Isker Inc., with offices in the Wrigley building, will be operated jointly by Col. Isker and Miss Frances Hooper, who has resigned as an account executive for the Wm. Wrigley Jr. Co., after 14 years association.

Col. Isker, 30 year Army veteran, during the war was responsible for armed forces food research and development. He was also chief of the Subsistence Section, Research and Development Branch, Military Planning Division, Quartermaster General, Washington, D. C.

MEXICO AWAITS POSTWAR RADIO

BBC Official Stresses Keen Interest Shown By Both Listeners And Broadcasters

IN NEW YORK on his way back to England, Thomas P. Gale, former director of the British Broadcasting Corp.'s office in Mexico City, reported a great stimulation of Mexican interest in radio.

"The war," he said, "benefitted Mexican radio. The people's interest in news became great."

In the great rural areas of Mexico radio was the only medium which provided the people with a timely account of the war's progress. With war's ending, the public's desire to be informed by no means lessened. A keen interest in peace problems exists.

Scattered among Mexico's nearly 21,000,000 population are 1,000,000 radio sets, Mr. Gale estimated. But the number of listeners per set in Mexico may be three or four times as great as the number in the U. S., he said.

Group listening is the habit in Mexico where the poverty-ridden masses cannot afford to buy sets in quantity. Juan Gomez (Mexico's John Q. Public) may have to listen to a radio outside his adobe home. The important thing, said Mr. Gale, is that he does listen.

Increase Imminent

With war's end, Mr. Gale visualizes an increase in Mexican broadcasting activity and in radio set sales. With resupply of sets cut off from the U. S., Germany, Dutch and other sources during the war, many a Mexican set needs replacement, and new markets for receivers have been created.

At present, approximately 140 broadcasting stations are operating in Mexico, about 20 of them in Mexico City alone. Stations support themselves, as in the U. S., by advertising revenue.

"Mexican businessmen," said Mr. Gale, "have learned from the United States' example the value of radio advertising." He estimated that most Mexican stations average a 50-50 distribution of time to local and national advertising.

Aware of the Mexican public's interest in foreign affairs, BBC has been pumping many a radio show into Mexico by its shortwave broadcasts beamed to Latin America and by transcriptions flown in. Mr. Gale estimated that in principal Mexican towns, stations devoted an average of one-half hour per day to BBC shows.

BBC is now trying to make arrangements for reciprocal exchange of radio programs with Mexico. BBC would like to have Mexican stations transcribe programs from the Mexican point of view, fly them to Britain for broadcast over BBC.

Video-Conscious

Mexico, as well as other Latin nations, is now becoming interested in television. Emilio Azcarraga, Mexico's No. 1 radio tycoon, owner of Mexico City's most powerful station XEW and of the Blue Network, a growing organization which now broadcasts from three to four hours per day with outlets in principal cities, has proposed to inaugurate theatre television shows whenever equipment becomes available.

"Television can be a big thing in the main capitals of Latin America," said Mr. Gale. He thinks television may well virtually replace newsreel theatres.

Mr. Gale, who opened the Mexican office of BBC in 1943, has returned to England for reassignment. John Leech replaced him as Mexican director for BBC.

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Commercial Radio Equip. Co.
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11,000 subscribers
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can read this message !

ALLEN CONFIRMED AS DIRECTOR OF RFC

GEORGE E. ALLEN, director of Aviation Corp., owner of Crosley Corp., licensee of WLW Cincinnati, last week was confirmed by the Senate to be member of the Board of Directors, Reconstruction Finance Corp., following bitter opposition from Republican leaders. His confirmation came Monday after a motion by Sen. William Langer (R-N. D.) to recommit the nomination to the Banking & Currency Committee, was defeated, 43-27.

Sen. Robert A. Taft (R-Ohio) opposed Mr. Allen's confirmation on the ground that he was receiving $6,000 annually from Avco as a director, that Avco had many interests in connection with government. Sen. Taft referred to Mr. Allen's testimony before the FCC in July 1945 when sale of WLW to Avco was heard [BROADCASTING, July 30]. Mentioning various companies in which Avco owns stock, and from which he said Mr. Allen receives salaries aggregating $15,000, Sen. Taft said:

"The Crosley radio station WLW has a constant contact with the FCC. All these companies in which Mr. Allen is interested have a vital interest in various departments of Government. . . . It would make a tremendous difference to some of these companies as to who is appointed on various boards. It is of vital importance to radio station WLW to know who may be appointed on the FCC."

Sen. Taft is a cousin of Hulbert Taft Sr., publisher of the *Cincinnati Times-Star*, licensee of WKRC Cincinnati.

Zenith Set Showing

ZENITH Radionics Corp. last week showed its 1946 line of 26 radio models ranging in price from $19.95 to $295 to New York dealers in a three-day exhibit at the Hotel Ambassador. Harry J. Wines, vice president and general manager of Zenith-New York, in cooperation with H. C. Bonfig, vice president and sales manager of the parent corporation, were in charge of the showing. Another showing is scheduled for today and tomorrow at Essex House, Newark, N. J.

Made to Order

WAIR is the station, Winston-Salem the market—plus a mighty lot of territory within a generous area. No station has the "grip" on this station that we enjoy. Ego? Nope, facts! ! !

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

CBS Newsmen in Hollywood

FROM FOUR CORNERS of earth CBS foreign correspondents met with network Hollywood news analysts and executives to trade notes on the state of the world. News-wise group (clockwise) are Harry Flannery, news analyst; Nelson Pringle, news analyst; Ernest H. Martin, CBS National Sales Service; Charles E. Morin, CBS Pacific Coast sales manager; Chet Huntley, Pacific Coast director of news and public affairs; Harry W. Witt, Pacific Coast division assistant general manager; Charles Collingwood, foreign correspondent; Donald W. Thornburgh, Pacific Coast vice-president; Richard Hottelot, foreign correspondent; Dr. Wallace Sterling, news analyst; John Beck, director of news broadcasts for KNX and Columbia Pacific Network; Dr. Harold Fisher, news analyst; Arch Morton, KNX and Southern California sales manager; Tim Leimert, former foreign correspondent; Pat O'Reilly, KNX assistant news director.

A Guestitorial . . . . . *By Harold E. Roll*

WHAT DO PROMOTION WORDS MEAN?

(Mr. Roll is Promotion Manager, KFAB Lincoln, Neb.)

NOW that radio broadcasting has reached its 25th year it may be the time for us to define a few words we use in describing the activities of the broadcasting business.

My several years of experience in the advertising agency business taught me that no two radio stations have the same idea of the meaning of the word "merchandising." And my three years of experience in the broadcasting business as director of promotion-merchandising-publicity and research, have served only to baffle me more as to what the words frequently used in the so-called promotion department are intended to mean.

Standardized Words

Most radio executives I've talked to about the need for generally accepted definitions of promotion department words seem as muddled up as I am. If we in the broadcasting business haven't agreed on a terminology, what can we expect sponsors and the advertising agency people to think we mean when we toss the words at them?

This may be a job for the newly organized NAB promotion department; however, to offer as a suggestion for spade work, only, in establishing standardized "meanings" of words frequently used in the promotion department, I outline the following:

Sales Promotion: Activity in paid space, direct mail, etc., that promotes the "sale" of a radio station to advertisers and prospects. Building of sales presentations, furnishing ideas to make suggested programs more useful to sponsors.

Merchandising: Effort put forth to help the sponsor carry the "news" of his sponsorship and program to the listeners, middlemen, salesmen and retailers. Purpose to make the program more productive to the sponsor.

Publicity: Activity that results in "grabbing" free space to favorably publicize a radio station with the purpose of: (1) building a greater listening audience or, (2) promoting favorable acceptance among advertisers and others who influence the purchase of radio time.

Station Promotion: "On the Air" activity such as courtesy announcements, special broadcasts, regular station promotion programs aimed to increase the listening audience of a particular program or all shows on the station.

Research: Thoughtful "harnessed" energy to determine certain facts concerning the radio station. For use by management in (a) checking standing of station; (b) better programing; (c) use in selling station time, etc.

It is my opinion that there is bound to be overlapping in the "meanings" of the words: yet, words, through use, can come to have specific meanings. Through the use of a commonly approved terminology it would become useful to the entire advertising profession.

GE, Westinghouse Tempers Flaring

IN SIX WEEKS of strike by 175,000 General Electric and Westinghouse workers, tempers of unionmen and management alike had worn paper-thin. Last week they began snapping as settlement of the strike seemed more remote than ever.

Tempers popped first in New Jersey. Trouble began in a chilled picket line outside a Westinghouse plant in Newark where a series of disturbances among pickets, nonstriking employes and police left five women pickets and one patrolman injured. Later, other clashes between pickets and police were reported at the Bloomfield, N. J. Westinghouse plant.

Meanwhile, as strikers on the lines brawled with police, strategists of United Electrical, Radio and Machine Workers of America (CIO) and of the two companies sulked in their own camps. Charles E. Wilson, president of General Electric, returned to New York after conferences in Washington with Chester Bowles, economic stabilization director, but no statement of his progress in his attempts to wrangle price rises to absorb wage gains was forthcoming.

Negotiations between labor and management had, for the time being at least, ceased. Tempers were destined to pop even louder before the end of the strike came.

AN EVEN BREAK

Detroit Radio Wins Point On News Release

DETROIT RADIO stations made an issue—and won their point—when a state government story was earmarked to give the press a three hour "jump" on the release.

It all came about when the Michigan governor was slated to open a special session of the legislature at Lansing with an address at 3 p.m. Two Lansing stations planned to air the speech. However, two Detroit papers came out shortly after 10 a.m. with the text of the message. At the same time the wire services carried a noon newspaper release and a 3 p.m. radio release.

Radio stations in Detroit, which immediately took issue, were told by the governor's office that Detroit daily papers would not circulate in Lansing and that the governor did not want his legislators to read his speech before he actually delivered it.

Radio countered that inasmuch as it was already in the press, they would immediately use it.

Result: Wire services promptly sent out a simultaneous noon release for both radio and the press.

Decca Branch

DECCA Distributing Corp., subsidiary of Decca Records Inc., has opened a branch in Toledo, Ohio, under supervision of William Richter.

YOUR LATEST HOOPER *SAYS:*

In the matter of weekday afternoon tune in, WJW leads all Cleveland regionals . . .

But the breakdown goes still farther. In the matter of non-network shows, of particular interest to spot time purchasers, it says:

WJW's Cleveland tune in, 12:00 to 6:00 p.m., Monday thru Friday, represents the biggest percentage of available audience or "sets in use" achieved by any station . . . 9% greater than station "B"; 28% greater than station "C"; 76% greater than station "D".

Ask Headley-Reed for the figures that back up these facts.

BASIC
ABC Network
CLEVELAND, O.
WJW
850 KC
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

HAVE A HANKERIN TO HANDLE DICE (Ky.)?

You'd better pass the bones, gents! You couldn't hit a lick with Dice (Ky.) if you had a pair of spinners. People in Dice roll for bottle caps—not big dough. In Kentucky, about *all* the play is in the Louisville Trading Area—where there are more big operators with more lettuce than you'll find in the rest of the State, *combined!* And WAVE covers the Louisville Trading Area like a ten-spot covers two fins! Why not let us drag down for you?

LOUISVILLE'S WAVE
5000 WATTS . . 970 K.C. N.B.C.
FREE & PETERS, INC.
National Representatives

"You can SPOT IT in a minute"
ASK A JOHN BLAIR MAN
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

NARBA

(Continued from page 15)

solved," said Chairman Jett. "These, as you know, are of a tripartite character affecting Cuba, the Bahamas and the United States. Accordingly, it has been proposed that the final plenary session be postponed until Monday in order that representatives of these three governments may continue to study the following questions:

"1. The use of 640 kc by Cuba, in which case a satisfactory substitute frequency would be made available for use in the Bahamas, beginning at a date to be agreed upon at this conference.

"2. Further discussion in regard to the use by Cuba of certain channels assigned to Class I-A stations of the U.S.

"3. Further study with a view to reaching an accord in respect to the protection to be afforded Cuban and U.S. regional stations on certain regional channels.

"In continuing our discussions we shall be guided by the words of the distinguished chief of the Cuban delegation, Secretary Maristany, at the opening plenary session—'by the American methods of international cooperation, without which there can be no permanent and fair solution to human problems'."

Sr. Carlos Maristany, Undersecretary of Communications of the Cuban Government and head of that country's delegation, said he sincerely regretted the outcome of the conference thus far and felt that his words were fundamental in forming the basis for settlement of problems in the North American region.

Foresees Agreement

"Cubans are happy to do everything necessary to reach agreement," he said. "I feel sure a solution somehow will be found to these problems." Sr. Maristany's appearance Thursday was his first in a week. He had been confined to his hotel with an attack of influenza.

"Based on conversations between adjournment last night and 3 p.m. today I feel certain we can reach an amicable agreement," said Chairman Jett. Informal closed conferences began immediately after the plenary session adjourned.

Cuba steadfastly insisted on use of 640 kc on which KFI Los Angeles is the U.S. I-A station and which is being used by the Bahamas at Nassau for the only station of the Bahama Islands. The Bahamas likewise remained firm in refusal to relinquish the channel on Cuba's terms, which involved exchange of 1540 kc for 640.

At an informal session Tuesday Dr. Machado said Cuba already had notified the Bahamas that on March 30 Cuba would begin broadcasting on 640 kc and that Cuba would feel free to use any channels, inasmuch as no treaty would exist so far as she was concerned.

"GROUND SYSTEM" of WRGA Rome, Ga. went completely under when the city suffered its worst flood in 30 years. Transmitter house was surrounded by water, with operators' cars stranded. Operators had to make shift changes by boat while WRGA served the area with emergency announcements and special programs.

Commissioner Jett, who slept little and conferred much, insisted throughout that engineering considerations must guide decisions for use of any frequencies. Cuba wants 640 for a government-operated station, inasmuch as all other stations in the Island are privately-owned, Dr. Machado explained.

Bahamas Receptive

Alan D. Hodgson, the Bahamas delegate, said informally that his country would not object to using another frequency but that tests would be necessary before a change. The Bahamas use standard broadcasting for emergency as well as regular broadcast service and in many parts of the Islands sets tuned to 640 are at fixed points for community listening.

Cuba insisted on immediate use of 640, however, and offered, on 24 hours notice, to provide the Bahamas with a transmitter and necessary manpower to install the 1540 kc station. Throughout the discussion the U.S. maintained a position of strict neutrality with regard to 640 kc. As BROADCASTING went to press, however, Commissioner Jett was meeting with Sr. Maristany and Mr. Hodgson in efforts to bring the two countries to an amicable agreement.

To Cuba's demands for use of eight U.S. I-A channels, the U.S. delegation offered use of three. Cuba pared her request to a total of five, including 640, but the U.S. held fast to the three. Indications were that Cuba might be satisfied with fewer channels provided she could get use of 640 kc which, it appeared, was a major political issue in Cuba. While the U.S. and Cuba reached agreement on the use of three clear channels, they were not specified.

Compromise for Three

Following several conferences between U.S. and Cuban engineers, Cuba revised her requests for use of the following clear channels: 640 kc, with 5 kw station in Havana; 670 kc, 1 kw at Camaguey; 720 or 850 kc, 1 kw, Oriente; 780 kc, 1 kw Santiago de Cuba; 830 kc, 2 kw at Santiago.

Status of Cuba's demands for use of regionals and acceptance by the U.S. follows:

Regional Channels

590 kc—Cuba asked 25 kw at Havana, protecting U. S. stations as follows: WMBS Uniontown, Pa. at 1.6 mv/m contour; KTBC Austin, Tex. to 3.0 mv/m contour; WKZO Kalamazoo, Mich. to 1.12 mv/m. No protection to WAGA Atlanta, Cuba claiming priority rights on 590 channel. Other U. S. stations: WEEI Boston, WOW Omaha, WHQ Spokane. Cuba's proposal tentatively accepted by U. S., with question of WAGA priority referred to Juridical Committee.

600 kc—Cuba wanted 10 kw at Holguin, protecting WSJS Winston-Salem, N. C. to 1.7 mv/m contour; WREC Memphis to 0.9 mv/m contour; WCAO Baltimore to 1.0 mv/m contour. Other U. S. stations: KFSD San Diego; WICC Bridgeport, Conn.; WMT Cedar Rapids; KSJB Jamestown, N. D.; KROD El Paso, Tex. Cuba's proposal tentatively accepted by U. S.

630 kc—Cuba wanted 25 kw at Havana protecting WMAL Washington to 1.0 mv/m; KXOK St. Louis to 1.04. Other U. S. stations: KVOD Denver; KOH Reno, Nev.; WPRO Providence, R. I.; (KGFX Pierre, S. D., daytime only, 200w). Cuba proposal tentatively accepted by U. S. During committee meetings, however, several reports of pronounced Cuban interference with WMAL and KXOK were made. Cuba said facilities were transferred from CMCD to CMQ on Feb. 1, that CMQ hadn't installed proper directional.

790 kc—Cuba wanted 2.5 kw nondirectional or 10 kw directional at Havana. No agreement on protection. U. S. stations affected: KECA Los Angeles, KGHL Billings, Mont.; WWNY Watertown, N. Y.; WEAN Providence, R. I.; WMC Memphis; WTAR Norfolk; KVOS Bellingham, Wash.; WEAU Eau Claire, Wis.

910 kc—Cuba wanted 10 kw at Havana. U. S. stations: KLX Oakland, Cal.; KPOF Denver; KFKA Greeley, Colo.; WSUI Iowa City; WABI Bangor, Me.; WFDF Flint, Mich.; WCOC Meridian, Miss.; WGBI Scranton, Pa.; WJHL Johnson City, Tenn.; KRRV Sherman, Tex.; KALL Salt Lake City; WRNL Richmond, Va.; KVAN Vancouver, Wash. Cuban proposal tentatively accepted by U. S.

920 kc—Cuba asked 10kw at Camaguey. U. S. stations: KARK Little Rock, Ark.; KFXJ Grand Junction, Colo.; WGST Atlanta; WBAA West Lafayette, Ind.; KFNF Shenandoah, Ia.; WTTM Trenton, N. J.; WBBB Burlington, N. C.; WJAR Providence, R. I.; KUSD Vermillion, S. D.; KFPY Spokane, Wash.; WMMN Fairmont, W. Va. Cuban proposal tentatively accepted by U. S.

960 kc—Cuba sought 2 kw non-directional, or 10 kw directional, at Havana. U. S. stations: KFEL Denver; WWJ Detroit; WPEN Philadelphia; WSPA Spartanburg, S. C.; KPRC Houston; KJR Seattle. U. S. rejected Cuban's proposal.

950 kc—Cuba asked 2 kw, non-directional, 10 kw directional, at Santa Clara, U. S. Stations: WBRC Birmingham; KROW Oakland, Cal.; WELI New Haven, Conn.; WSBT South Bend, Ind.; KMA Shenandoah, Ia.; WDBJ Roanoke, Va. U. S. rejected plan.

TEXAS STOCK SALE IS UP FOR APPROVAL

SALE of 50% of the common stock of WACO Waco and KNOW Austin, Tex., by E. S. Fentress and Charles E. Marsh to C. C. Woodson and Wendell Mayes for $200,000 was reported to the FCC last week for approval.

The other half interest is now held by S. W. Richardson and Charles F. Roeser, Texas oil men who backed Elliott Roosevelt in his Texas State Network venture, but an application is pending for its transfer by them to Texas State Network, in which they have minority interests, for $34,000 [BROADCASTING, May 28, 1945].

Messrs. Mayes and Woodson, proposed purchasers of the WACO-KNOW holdings of Messrs. Fentress and Marsh, own 25% each in KBWD Brownwood, Tex., of which Mr. Mayes is manager. They also own one-third interests in Odessa County Broadcasting Co., applicant for a new station at Odessa, and 43¾% interests in Lubbock County Broadcasting Co., which is seeking a new station at Lubbock.

In addition to his radio interests, Mr. Woodson is owner of the *Brownwood Bulletin* and holds a 50% interest in Lamesa Newspapers Inc., which publishes the *Dawson County Courier*, and a 25% interest in Lone Star Newspapers.

Mr. Fentress owns a controlling interest in Newspapers Inc., Waco, in which Mr. Marsh is a minority stockholder. Their interests in WACO-KNOW are equally divided. In their application for transfer, announced Thursday by the Commission, it was explained that they wish to devote full time to their publishing activities.

WACO, formerly on 1450 kc with 250 w fulltime, last December was granted a change in frequency to 1460 kc and increase in power to 1 kw fulltime with directional antenna at night. KNOW operates on 1490 kc with 250 w fulltime.

Membership Cards

TO STIMULATE added interest in two large-stage studios now being built adjoining the NBC Hollywood headquarters, Sidney N. Strotz, Western Division vice president, has issued memberships to agency executives, advertisers and trade press in NBC Sidewalk Superintendents Assn. Membership card gives bearer ringside rights to join ever-present assembly of kibitzers and advisers on construction of new $630,000 addition.

Court Dismisses Conspiracy Charge Against Noble in Flamm's Damage Suit

CHARGES that Edward J. Noble, now chairman of the board of ABC, entered into a conspiracy in 1940 to force Donald Flamm, then owner of WMCA New York, to sell the station to him, were dismissed last week by New York Supreme Court Justice Denis O'Leary Cohalan.

At the same time Judge Cohalan took under advisement a motion by Mr. Noble's attorneys for dismissal of all charges in Mr. Flamm's suit against the ABC board chairman and financier for $2,925,000 damages. Motions for dismissal were made at the conclusion of Mr. Flamm's case.

Barent L. Vissacher, Mr. Noble's attorney, moved for dismissal of the suit on the grounds that Mr. Flamm had failed to prove his contentions that Mr. Noble: (1) Conspired to provoke sale of WMCA; (2) purchased the station through fraudulent representations; (3) exercised duress in negotiating the purchase.

Motions for dismissal on the latter two grounds were taken under advisement.

Document Rejected

The end of Mr. Flamm's presentation of evidence came after a day of legal wrangling which grew out of unsuccessful efforts of his attorney, Philip Handelman, to introduce into evidence a mysterious document said to be a copy of a memorandum from Earl E. Anderson, onetime financial adviser to Mr. Noble.

At one time Mr. Handelman attempted, without success, to involve the late President Roosevelt's name in the case. He called Herman Stein, New York State legislator, as a witness and asked him: "In December 1940, did you talk to the then President of the United States with respect to the transfer of ownership of WMCA?"

Mr. Vissacher was quicker with his objection than Mr. Stein was with his reply. Mr. Stein retired from the stand without having testified.

Previously, Mr. Handelman had sought unsuccessfully to include the name of Thomas Corcoran, onetime confidant of Mr. Roosevelt, as a co-conspirator in the case. That motion, resisted by Mr. Vissacher, was denied by the judge.

At resumption of the trial today, Mr. Noble was scheduled to begin presentation of his defense, a procedure which he estimated would occupy no more than three days. Mr. Flamm's presentation lasted more than two weeks.

Minimum Hours Ruling Waived For Television

EXISTING television stations were given until July 1, 1946, to comply with the rule requiring a minimum program schedule of 28 hours a week, under a waiver granted last week by the FCC. The action followed receipt of a letter from William A. Roberts, counsel for Television Broadcasters Assn., declaring that imposition of the regulation would work unnecessary hardships as few of the stations are now in a position to operate at capacity. Difficulties of obtaining equipment and technical personnel were cited by Mr. Roberts.

The rule regarding operating schedules, Rule 3.661(a), requires that commercial stations provide not less than two hours per day of program service and not less than 28 hours per week. In adopting this rule last November [BROADCASTING, Nov. 26], the Commission said it would consider different minimum requirements for different types of stations or for various cities of different sizes.

Program Firm in N. Y. Organized by Manning

PAUL MANNING, formerly associated with Sperry Corp. and their affiliates as radio consultant and commentator, has announced formation of Paul Manning & Co. Inc., new production firm, at 29 W. 57th St., New York.

Company is presently engaged in applying scientific methods to program production, "pre-marketed to assure maximum listener acceptance," Mr. Manning said.

Firm officers consist of Mr. Manning, president; John Babb, formerly with NBC, vice president and general manager; John Babb Jr., secretary; Jane Sherrard, press information and research counsel.

Crabbe Returns

WILLIAM CRABBE, after several years absence, returns to technical staff of KDON Monterey, Calif. He has been with KJBS San Francisco.

Gale Silences WTAR

WTAR NORFOLK, Va., was silenced for 25 minutes last Tuesday when a sudden 60 m.p.h. wind storm toppled one of the station's three towers, short-circuiting transmission lines and knocking out the other two towers. Service was resumed on a 1 kw non-directional basis, and will continue until tower is replaced within ten days.

Kaiser-Frazier Denies

REPORTED plans of Kaiser-Frazier to sponsor Elmer Davis, ABC commentator and former OWI head, were declared "groundless" last week by automotive firm's agency, Trade Development Corp., Chicago. H. C. Drake, agency media director, said Kaiser-Frazier was not considering radio "at the present time" and that company was definitely "not interested" in entering radio either locally or nationally, although local distributors were free to use whatever media they desired.

TH" VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
N. B. C.

This Little Pig
Goes to
MARKET

The total cash income from farm marketing for the first 9 months of 1945 was $175,178,000, or an increase of **12 per cent** over the same period in 1944. The alert advertiser should get out his wares in Mississippi—the State of Opportunity!

WJDX — the DOMINANT "Voice of Mississippi"—effectively, efficiently covers this growing market.

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

4,955,144
spindles
spinning
VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

CBS
WSPA
SPARTANBURG,
SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

In
West Virginia

. . . 1945 bank debits in the City of Charleston totalled $1,133,748,422. —more than ¼ of the state's total.

THIS IS MY HOME

KANAWHA COUNTY

WGKV
CHARLESTON, WEST VA.

Charleston's Quality Station
NBC AFFILIATE
Represented Nationally By
Joseph Hershey McGillvra, Inc.

WWSW

PITTSBURGH'S FIRST station in public service features.
★
PITTSBURGH'S FIRST station in complete sports coverage.
★
PITTSBURGH'S FIRST station in total sponsored time.
★
PITTSBURGH'S ONLY station offering 24-hour service.

WWSW, INC.
PITTSBURGH, PA.

Represented by
Forjoe and Company

PROGRAMS

BELIEVED to be first full-length original play written for television, "Laughter in Paris" by Richard P. McDonagh was presented by WNBT New York Feb. 17. Special cards were distributed to television set owners for comment. Representatives of movie studios were invited as guests at NBC television viewing room to consider play for motion picture adaption.

New WGTM Programs

CHILDRN'S program in Saturday morning period has been started by WGTM Wilson, N. C., originating from stage of local theatre. Titled "Stars of Tomorrow," half hour broadcast is preceded by half-hour show featuring station talent. WGTM now also is presenting public service series sponsored by Wilson Chamber of Commerce. "Chamber Chats" is conducted by organization's secretary.

New KILO Programs

REQUEST program of recorded selections now is presented Saturday afternoons in three hour period by KILO Grand Forks, N. D. Title is "Off the Record." Station has organized a ten-piece hillbilly unit to tour Red River Valley area and present Saturday night half-hour "KILO Barn Dance" program, carried also by KFYR Bismarck and WDAY Fargo, N. D.

Strike Broadcast

MEETING of Bloomfield, N. J., citizens committee supporting striking employes of General Electric and Westinghouse was to be broadcast Feb. 24 3:30-4 p.m. by WPAT Paterson. Albert J. Fitzgerald, general president of United Electrical Radio and Machine Workers of America (CIO) and Rep. Cleveland W. Bailey, West Virginia Congressman, were to be featured speakers.

CFAC Covers Blast

WHEN 5,200 quarts of nitro-glycerin were used in a charge to open a new oil well in nearby Turner Valley, CFAC Calgary, Alta., was not only on hand to record the unprecedented blast, second only to the atom bomb explosion, but for several days prior also aired commentary of activities leading up to event and evacuation of area residents.

Golf Tourney Programs

USING low-power transmitter fitted out and mounted on bicycle wheels, WWL New Orleans is covering city's open golf tournament. Programs are sponsored by Jackson Brewing Co., New Orleans. Constructed by Engineer George Winston, relay unit enables Sportscasters Bill Brengel and Jill Jackson to move along with the play.

KFXJ Concert Series

SECOND annual series of monthly concerts by Grand Junction, Col., Mesa College symphony orchestra will be broadcast by KFXJ Grand Junction in accord with station's policy of regularly programming educational, civic and religious features. Supplementing concerts, programs by the college music and dramatic departments also will be aired weekly by KFXJ.

State Dept. Music

U. S. STATE DEPT. Office of International Information and Cultural Affairs has recorded for re-broadcast throughout the world a large part of the American Music Festival broadcast on WNYC New York Feb. 11-22. Programs most favored by the State Dept. were those devoted to American composers, American folk singers and Pan American artists series.

Red Cross Show

AS PUBLIC SERVICE, weekly "Red Cross Hour," highlighting achievements of that organization, has been started on KROW Oakland, Calif. Series was set up by Bob Wassenberg, station program director, in cooperation with Mrs. Eleanor Clifford, acting public relations officer of local American Red Cross chapter.

WHBF Vet Shows

PUBLIC service programs now broadcast by WHBF Rock Island, Ill., for veterans and their families are "GI News" daily quarter-hour summary of information on ship arrivals, redeployment schedules, names of returnees; and "Flight Time", Saturday half-hour series of latest air news. Both are conducted by veterans. "Flight Time" offers free plane ride each week to person submitting best answer to "Why I'd like a plane ride."

New Format

A FREE-FOR-ALL opinion session, with rebuttal from a guest expert, has been added to "Rainbow House," juvenile program conducted by Bob Emery Saturday morning on Mutual. In addition to the "freedom of speech" feature, new format also includes a "pin money grab bag" quiz section on controversial questions.

WHN Basketball

HOME GAMES of New York Gothams (members of American Professional Basketball League) will be broadcast on WHN New York starting Feb. 24 to continue on each Sunday that WHN has no hockey broadcast from Madison Square Garden. Marty Glickman, WHN sports director, will give play-by-play descriptions.

NBC Programs Honored

FOUR NBC "University of the Air" programs will receive the merit awards presented by Magazine Digest. Programs cited on NBC are "The Story of Music" Thurs. 11:30 p.m.; "The World's Great Novels" Fri. 11:30 p.m.; "Home Is What You Make It" Sat. 9 a.m., and "Our Foreign Policy" Sat. 7 p.m.

WTAR Report

WAR EFFORT and public service report of WTAR Norfolk, Va., for 1945 shows station devoted 676 broadcast hours to such activities. This comprises time for 6,194 announcements and 2,332 programs of which 291 hours, or 4401 announcements and 574 programs, were war effort contributions.

Veterans Readjustments

STORY of difficulties returning veterans have encountered on return to college is presented on new WMCA New York program titled "When He Comes Home." Elwood C. Kastner, registrar and supervisor of admissions at New York U., discusses readjustment problems on Wed. 9:30-10 p.m. program.

Breakfast Party

ORIGINATING from station's auditorium studio, "Coffee Club" program is now broadcast by WWJ Detroit in Mon.-Fri. 9-9:30 a.m. period. Skits and contests are staged with prizes ranging from coffee to automatic irons and percolators. Two vocalists and eighteen-piece orchestra are featured.

ABC Brotherhood Program

SPECIAL program in observance of Brotherhood Week, Feb. 17-24, and in cooperation with National Conference of Christians and Jews Inc., was broadcast Feb. 21, 10:30-11 p.m. on ABC. John B. Kennedy served as moderator on program featuring American military and naval officers.

New Comedy Series

NEW COMEDY production featuring Bill Thompson, the character actor who plays supporting roles on "Fibber McGee & Molly" programs, starts over ABC March 4, Mon. 10-10:30 p.m. Mr. Thompson recently returned from Navy service.

Anti-Inflation Talk

ROBERT R. WASON, president of the National Association of Manufacturers, will deliver a talk on "Let's Tackle Inflation While We Can" over CBS Feb. 26, 10:45-11 p.m.

Marriage Bureau Series

ORIGINATING from Chicago marriage license bureau, "And So They Were Married" feature is broadcast as morning series by WIND Chicago. Couples about to be married are interviewed.

Historic Dramas

RADIO department of the University of Kansas City is presenting a series of 13 weekly programs on WDAF Kansas City, "The Kansas City Story," featuring historic dramatizations.

Speech Contests

MAURICE DREICER is director of a new audience participation program, "The Speech Master," on WBYN Brooklyn. Studio audience participates in contests dealing with selling, dramatics, pronunciation, oratory and similar subjects.

CLAIMED as first "Man-Over-the-Street" broadcast in Charleston, S. C., Fred Maness of WCSC Charleston interviews workmen waterproofing Francis Marion Hotel from scaffolding at 12th floor exterior of hotel.

Street Car Interviews

THE GEORGIA POWER Co. is sponsoring new interview program on WGST Atlanta, Ga., titled "The Man on the Street Car." Program is broadcast Mon.-Fri. 6:30 p.m., features wire recorded interviews with trolley passengers.

Veterans Housing

TO HELP alleviate present housing crisis in Calgary, Alta., CFAC Calgary is presenting Monday through Friday afternoon quarter-hour program of interviews with veterans and their families. Arrangements are handled by Calgary Rehabilitation Council.

FM Interviews

DYNAMIC personalities with ideas for today and tomorrow will be featured on "Tomorrow's People," weekly interview program starting March 6 on WABF (FM) New York. Dian Dincin, who conducts program, is resuming broadcasts after a year's absence.

Morning Interviews

EXPANDING its service to rural listeners, WCCO Minneapolis will present a new series of programs with Larry Haeg, farm service director, interviewing agricultural leaders at 5:45 a.m. Monday through Friday.

Farm Panel

CURRENT farm problems are discussed on new program, "The Farm Front," broadcast Sun. 1 p.m. by WLW Cincinnati from WLW's Everybody's Farm near Mason, Ohio. Panel of experts participates.

Jobs for Vets

INFORMATION of job availabilities for veterans in New England area is now presented by WHYN Holyoke, Mass., on new Thursday morning program. U. S. Employment Service office cooperates in presentation.

Canadian Awards

CARSON BUCHANAN, general manager of CHAB Moose Jaw, Sask.; Sam Ross, news director of CKWX Vancouver; Fred Lynds, manager of CKCW Moncton, N. B.; Earle Connor, chief engineer of CFAC Calgary; John Kannawin, chief of Canadian Broadcasting Corp.'s Overseas Unit; Frank Lynch, special events director of CKLW Windsor, Ont., were among 17 recipients of awards for meritorious service to Canadian broadcasting made at Toronto on Feb. 18 by R. G. Lewis, publisher of *Canadian Broadcaster*. Other awards went to artists, producers, writers, announcers, commentators and the Walter M. Lowney Co., Montreal, for its children's safety programs.

MARK FINLEY, released from the Army as lieutenant colonel after 46 months in ETO, has resumed position of director of public relations of Don Lee Broadcasting System, Hollywood. **HARRIET CROUSE**, acting in that post for eight months, becomes his assistant.

GIL SIMON, former promotion and publicity director of WKBN Youngstown, Ohio, has joined KFWB Hollywood in similar capacity succeeding **DON ROSS**, resigned.

LESLIE E. MAUPIN, returning from three and a half years with the Army in ETO, rejoins KLPM Minot, N. D., as director of public relations and in charge of station promotion. He was with the Monot Association of Commerce before entering the Army, and before that was on the announcing and sales staff of KLPM.

IRENE KUHN, assistant director of information for NBC, spoke Feb. 21 on "A New World in the Pacific" at luncheon meeting of National Association of Public Relations Counsel in New York.

DON McCALLISTER, released from the Army as lieutenant, has been appointed program promotion director of Don Lee Broadcasting System, Hollywood.

MICHAEL FOSTER, released from the Army as captain, has rejoined CBS press information department.

FRANK FORD, for three years sales promotion manager of NBC Western Division, has joined CBS Hollywood as merchandising manager of Columbia Pacific Network. Prior to joining NBC Mr. Ford was with McCann-Erickson, San Francisco, and before that manager of agency's Salt Lake City office.

LEE HOGAN, NBC Hollywood press department member, is the mother of a girl.

GERALD MAYER, former member of NBC's press staff in New York, now with the State Dept. Office of International Information and Cultural Affairs, is to receive the Legion of Honor from the French Government for his work in supplying news to the French underground press during the war. He was stationed in Berne by OWI at that time.

PROMOTION

Endorsement

FILM STAR endorsement of KECA Hollywood, ABC outlet, is theme of billboard, bus and streetcar and newspaper and local magazine advertisements. Station promotion features photograph of a star, with statement: "When I'm in the mood for radio, I tune 790 first." Picture-statement combination also is used in studio lobby, mail inserts, postage meter imprints and direct mail promotion. A different star and quote is used every two months.

Coal to New York

TOWARD the end of the fuel tug-boat strike in New York, the city's timebuyers received a package from WBRW Welch, W. Va., containing bits of coal and a card reading "At times, this is precious stuff . . ." Message from Harold B. Shaw, WBRW general manager, stated that Welch miners, among those of the area who listen to station, dig more coal annually than any like area in the U. S.

Scouts on WOSH

WHEN boy scouts took over city management of Oshkosh, Wis., to promote scouting and civic responsibility, WOSH Oshkosh observed its third annual Scout Radio Day. Under supervision of WOSH department heads, scouts reported news, wrote and delivered announcements and learned about importance of the radio station to the community. Competitions designated participants.

Weight Estimator

TAPE measure marked in both inches and pounds has been distributed by the KSTP St. Paul, Minn., farm service department as an audience promotion give-away device. The pocket tape is used for estimating the live weight of cattle. Tape works surprisingly well on people as well as on cattle.

Coverage Contest

COVERAGE CONTEST for employes of advertising agencies and advertising departments of national advertisers has been started by CHML Hamilton, Ont., to promote its power increase from 1,000 to 5,000 w. Prize is 1946 Chevrolet sedan. Contestants are provided with maps with estimated directional and non-directional coverage, population of Ontario by counties, retail sales and other statistics by counties. Contestants must estimate population contained in CHML's 5 kw primary day and night time area and total annual retail sales. Entries will be submitted to Elliott-Haynes Ltd., Toronto, and a five-man board of independent Toronto judges has been named, consisting of Walter Elliott, Elliott-Haynes; J. P. Napier, A. C. Nielsen of Canada; Morey Sinclair, T. Eaton Co.; J. W. Thain, president, Canadian Association of Advertising Agencies, and James Montagnes, BROADCASTING.

Quaker Oats Contest

TWO-WAY intercommunication set is offered as first prize in a jingle contest sponsored by Quaker Oats Co. on its "Terry and the Pirates" program over ABC Mon.-Fri. 5-5:15 p.m. Contestants must submit last line to jingle accompanied by cereal box top. Contest, ending March 16, also offers 500 other prizes. Quaker also is conducting contest on its CBS "Those Websters" program [BROADCASTING, Feb. 11].

Program Digest

BROCHURE for listeners, containing digest of "The Feminine Viewpoint" program sponsored week days on WTMJ Milwaukee by Schuster's, Milwaukee department store, has been prepared by The Cramer-Krasselt Co., Schuster agency. On front cover is photo of Carla, program conductor. Back cover contains layout of photos showing Carla interviewing prominent guests.

Equipment Brochure

IN A NEW brochure, "Complete FM Radio Broadcast Equipment," Federal Telephone & Radio Corp. describes its transmitters, studio transmitter link, multiple antenna arrays and studio and transmitter equipment. Booklet stresses responsibility of the manufacturer to see that equipment and its installation comply with FCC standard of good engineering practice.

Formula 301 Contest

KAY PREPARATIONS, New York, is offering 105 prizes totaling $872.90 in contest announced Feb. 16 on firm's "We've Got Your Number" program on WOR New York. Listeners are invited to complete sentence, "I like Formula 301 because . . ." First prize is $301, second prize 301 half-dollars, third prize 301 quarters, etc. Agency is Irving Rosen Adv., New York.

Promotion Report

PRESENTATION titled "WCOP Tells Boston" has been prepared in duplicate form for the Cowles station by The Katz Agency to show how WCOP spent $85,000 in 1945 to promote its programs, sponsors and talent. File-size replica of the large easel presentation was distributed by mail. Survey of the various WCOP promotion activities is contained.

Special Releases

MUTUAL press department is sending out special publicity releases on paper with wide green border and eye-catching heading "Drumbeater Department." In lower left hand corner is a line drawing of a small figure energetically beating a drum on which a Mutual microphone is superimposed.

Cinderella Search

SEARCH for a Lawrence, Mass., woman whose foot fitted a glass "Cinderella" slipper was aired Feb. 19 by WLAW Lawrence from stage of local theatre which was promoting picture "Cinderella Jones." Woman whose foot fitted slipper won $600 wardrobe donated by local merchants.

KBS Booklet

KEYSTONE BROADCASTING SYSTEM has issued a booklet describing its operation in "beyond-metropolitan" America, explaining the nature and scope of the KBS operation which it terms "A successful story of small station cooperation."

Counter Cards

COUNTER cards advertising Mildred Bailey "Food Is Fun" program on WCOP Boston, are being distributed by the station to food stores in the area. Ads also are scheduled in New England and grocery trade magazines.

Dealer Letter

LETTER REQUESTING support of recently-started "Photography Is Fun," sponsored by National Photographic Dealers Assn. over WNEW New York Sun. 6:45-7 p.m., has been sent to 449 members in New York area by NPDA. Dealers are asked to stimulate customer interest in show and to submit store news for use on broadcast.

Wedding Invitation

SIMULATED wedding invitation was mailed last week by WTOP Washington requesting "the honour of your listening presence" at the marriage Feb. 20 of Janice Grey, lead feminine character in station's Monday through Friday afternoon serial, "The Little White Church in Riverwood."

Agency Folder

FOLDER titled "How to Do Business in the Jewish Market at a Profit" has been prepared by Joseph Jacobs Organization, New York. Description of Joseph Jacobs programs in the area and the products which have been introduced and promoted is included.

Success Folder

FOLDER has been prepared by WAPI Birmingham, Ala., to relate success of "Youth and Melody Chorus," Saturday morning program devoted to musically talented young people in WAPI area. Illustrations and comments on participants are included.

Shirt Band Promotion

LAUNDRY shirtbands bearing printed design promoting Art Brown's Mon.-Sat. 7-9 a.m. show over WHN New York have been distributed to laundries throughout New York.

KBON Picture News

CIRCULATED to approximately 1,500 advertisers and timebuyers, KBON Photo News graphically relates news of the Omaha station. Paper also is distributed monthly to 5,000 local listeners.

Display Window

DISPLAY window in business section of Birmingham, Ala., has been secured by WSGN Birmingham to promote products and program personalities heard over station. Displays are changed bi-weekly

KTSW Paper

FOUR PAGE listener newspaper, KTSW Radionews, is being published monthly by the Emporia, Kan., Mutual affiliate. Program and personality news is presented, with month's program schedule on last page.

Mayor's Letter to KVOO

LETTER from the Mayor of Tulsa, Okla., congratulating KVOO Tulsa on its twenty-first birthday, is reproduced on the cover of the current program schedule of station.

HOME EC COURSE

KWBU Show Gives Training From College Classroom

INSTRUCTION in college home economics is broadcast on KWBU Corpus Christi in a new program, *Classroom of the Air*, which is produced and presented at Texas College of Arts and Industries and sponsored by Houston Natural Gas Corp.

The broadcasts, providing listeners with modern instruction in various phases of the home economics field, are conducted by Miss Aline McKenzie, head of the A & I home economics department, assisted by students who participate through actual classroom discussion. The programs are broadcast from Kingsville, Tex., on Monday, Wednesday and Friday from 10:15 to 10:30 a.m.

They go together
Knoxville
and
WNOXville

They think alike—buy alike and add up to the greatest radio market in East Tennessee. Both listen most to WNOX. Knoxville alone is a great market—but it's only approximately 7% of WNOX's total audience.

See your
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The Texas Rangers

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WTAD gives dominant coverage of a prosperous rural-urban market —ideal for testing!

930 K.C. 1000 WATTS CBS AFFILIATE
THE KATZ AGENCY, REP.

A Lee STATION

THE BIGGEST SHOW IN TOWN ON WWL TONIGHT!
WWL 870

WWL
New Orleans

Shouts Its Shows in Newspaper Advertisements throughout the year

Folks turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

Lea Bill

(Continued from page 15)

opponents were Halleck (Ind.) and Hinshaw (Cal.), Rep. Hoffman (Mich.) criticized union tactics and several times offered parliamentary amendments.

The four-hour debate was one long recital of Petrillo offenses against union decency, and the House responded favorably as the incidents were reeled off by aroused Representatives. Galleries applauded on occasions.

Rep. Cox opened debate on (HRes-524), Rules Committee measure bringing the Lea Bill to the floor. Rep. Michener read extracts from the Interstate Commerce Committee report showing how completely Petrillo dominates the AFM.

Rep. Dondero, who had introduced a companion (HR-1648) to the Vandenberg bill approved by the Senate, said he was wholeheartedly for the Lea Bill. He reviewed history of Petrillo legislation and described the Petrillo ban on Interlochen broadcasting. High schools all over the nation are afraid to go on the air because of the ban, he said, lauding broadcasting as one of the most powerful instruments of culture.

He told of an incident at Royal Oak, Mich., where Petrillo had refused to let a Navy band play at dedication of a memorial to local citizens in the armed forces.

Rep. Halleck, who made an eloquent fight to remove penal provisions of the bill and replace a penalty clause depriving the union of protection afforded by the Wagner Act and similar laws, said "most of us have been shocked" by Petrillo's methods.

'Hits All Musicians'

Rep. Marcantonio warned that American musicians would be driven out of existence by the bill. It aims at Petrillo but hits every musician, he said, advising Members to study its provisions. The bill was brought up behind a smokescreen of indignation against Petrillo, he said, and goes farther than any labor bill ever before Congress. Musicians are forbidden from striking or asking for better working conditions, he charged. The bill takes money out of the pockets of American workers and puts it into the pockets of broadcasting companies, he added.

At this point he introduced a memorandum from the CIO calling the bill "anti-union" and a "dangerous and unwarranted interference with the normal processes of collective bargaining."

Rep. Celler said bad cases make bad laws and felt the Lea Bill makes unlawful what is now lawful. He told of a letter he sent to President Green of the AFL in which he said Petrillo's tactics such as the Interlochen action were ill-advised and harmful to all labor. He recalled the statement by Elmer Davis while OWI head that Petrillo's demands would cripple hundreds of stations.

As a solution to the problem he suggested that musicians get one payment for a record performed in a home, for example, and multiple royalties for multiple public performances to be paid to the originating musicians.

Brown Is Highlight

Rep. Brown, easily the highlight of the afternoon, opened with the statement that the bill is aimed to cut down James Caesar Petrillo. He reviewed committee hearings, and recalled how Petrillo had told the President and Congress "they could go to hell". "I may go to hell some day," he added, "but not because of James Caesar Petrillo."

In simple terms, he said, the bill specifies Petrillo practices that shall be illegal, "and then we say anyone who uses force or threat shall in turn be charged with an illegal action and be held responsible." It's not a criminal penalty on strikes, he explained, but only hits strikes of the type declared illegal.

Petrillo writes his own bylaws and constitution, he continued, and levies his own tributes. "We want to help employment of musicians," he declared, and claimed they are making greater salaries than ever before. Name bands, he reminded are anxious to get on the air, and get thousands of dollars for single recordings. The bill was termed a service to organized labor.

Rep. Brown told of a Cincinnati Shrine Circus for crippled children, a War Bond show that was assessed $2,800 tribute and a Fredericksburg, Va., Memorial Day event that suffered from Petrillo's refusal to permit military and amateur groups to perform. "Don't listen to any lip service in the name of labor," he pleaded.

When Rep. Marcantonio interrupted that he was placing main emphasis on the fact that Petrillo's middle name is Caesar, Rep. Brown shouted: "Here in America we have no place for Caesars." The retort sent the House into several minutes of wild cheering and applause.

Rep. Cox said the public expects the House to "bring the cause of truth and honesty to bear on all public problems" and declared, "We are the servants of the people and not the cringing victims of a dictator." He called for a vote on the Rules Committee resolution, which was passed, and debate opened on the Lea Bill in Committee of the Whole.

Chairman Lea said broadcasting as one of the greatest industries in the country and an important instrument of free speech must be untrammeled in serving the people of the United States. The bill, he said, is aimed to end the tyranny imposed on broadcasters in recent years and does not deny anyone the right to enforce any legal obligations against broadcasters.

Asks Teeth

He reviewed Petrillo demands on broadcasters and asked that teeth-pulling amendments be rejected. The chairman reviewed the transcription royalty incident and the 1945 order requiring FM outlets of networks and AM stations to hire extra orchestras. He cited a union picket threat at a Milwaukee Catholic Christmas party, which eventually had to pay $84 for an orchestra it didn't want.

Referring to the penalty clause, he noted that the court can fix penalties according to severity of the crime. Strikes are legal if carried out in a legal way, under the bill's terms, he concluded. Applause greeted his speech.

Rep. Engel, representing the district in which Interlochen is located, told of the camp's cultural achievements. This one man (Petrillo) has done much to bring

NAB District Meetings

11th District (Minn., N. D., S. D., Wis., Mich., in part), Hotel Radisson, Minneapolis, March 18-19.
8th District (Mich. exc. 2 cos., Ind.), Pantlind Hotel, Grand Rapids, March 21-22.
9th District (Ill., Wis. in part) March 25-26, Palmer House, Chicago.
7th District (Ky., O.), Hotel Gibson, Cincinnati, March 28-29.
4th District (D. C., N. C., S. C., Va., W. Va.), Cavalier Hotel, Virginia Beach, Va., April 11-12.
2d District (N. Y., N. J.), Roosevelt Hotel, New York, April 25-26.
5th District (Ala., Fla., Ga., Puerto Rico), San Carlos Hotel, Pensacola, Fla., April 29-30.
1st District (Conn., Me., Mass., N. H., R. I., Vt.), Hotel Statler, Boston, May 13-14.
3d District (Del., Pa., Md.), Bellevue-Stratford Hotel, Philadelphia, May 17-18.

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about labor legislation, he pointed out.

Rep. Sabath recognized that Petrillo has gone far afield but regretted that organized labor should suffer. The bill goes too far, he said.

Like several preceding speakers, Rep. Reece said no one had tried to justify Petrillo's practices before the Committee.

Rep. Halleck was incensed at Petrillo's methods but asked that the penal provisions be changed by depriving the union of protection of other Federal laws. He inferentially defended standby bands and said all through industry there is unnecessary work. He didn't condone this work, but objected to the penalty. He voted for the Case anti-strike bill, he reminded.

Rep. Harris said the bill had received judicious consideration and meets the issue face-to-face.

Rep. Rabin said: "I don't come here to praise Caesar. But I don't come to bury the rights of labor, particularly the right of labor to strike." The bill won't correct union abuses, he felt.

Hits Monopolies

Petrillo is not the issue; the bill is the issue, Rep. Marcantonio said, calling it a measure to increase the profits "of monopolies that control the broadcasting companies." "There is just as much freedom of the air as the broadcasting companies will permit," he claimed. The bill would affect engineers, he argued.

Rep. Hinshaw said feeling runs high but he refused to act in anger. Musicians as producers of art have the right to produce or not to produce for somebody else, he said, and then alleged Petrillo union is organized in restraint of trade. Since his union is a trust, the bill belongs to the Judiciary Committee, he contended.

Rep. Bulwinkle called Petrillo a symbol of evil. He recounted a Petrillo edict against an Armistice Day event at Fredericksburg, Va.

The AFM head is an "arrogant labor leader," said Rep. Hall, and the bill calls efforts to get 12 or 20 million dollars by extortion only a misdemeanor. He suggested penal provisions be limited to officers and representatives of the union. "Sometime, somewhere this Congress must take care of the Petrillos," he cautioned.

Sordid, Disgusting

Rep. Boren opposed weakening amendments, and referred to the "sordid, disgusting story of racketeering" by union leaders against their own union members. He compared them to dictators who brought on the war.

Reps. Halleck, Rabin, Robsion, Patrick and Hoffman offered amendments which were not agreed to as members shouted for a vote.

Two amendments by Rep. Holifield added the words "needed by such licensee to perform actual services" in place of the original wording, "wanted by such licensee". They were agreed to as was a minor perfecting amendment by Chairman Lea.

Effort by Rep. Marcantonio to recommit the bill was shouted down.

On a division vote, the Lea bill was passed 222 to 43.

Text of the Lea bill (HR-5117) to curb Petrillo's activities, as finally passed by the House, follows:

A bill to amend title V of the Communications Act of 1934 so as to prohibit certain coercive practices affecting radio broadcasting.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That title V of the Communications Act of 1934, as amended, is amended by inserting after section 505 thereof the following new section:

"COERCIVE PRACTICES AFFECTING BROADCASTING.

"SEC. 506. (a) It shall be unlawful, by the use or express or implied threat of the use of force, violence, intimidation, or duress, or by the use or express or implied threat of the use of other means, to coerce, compel or constrain or attempt to coerce, compel, or constrain a licensee—

"(1) to employ or agree to employ, in connection with the conduct of the broadcasting business of such licensee, any person or persons in excess of the number of employees needed by such licensee to perform actual services; or

"(2) to pay or give or agree to pay or give any money or other thing of value in lieu of giving, or on account of failure to give, employment to any person or persons, in connection with the conduct of the broadcasting business of such licensee, in excess of the number of employees needed by such licensee to perform actual services; or

"(3) to pay or agree to pay more than once for services performed in connection with the conduct of the broadcasting business of such licensee; or

"(4) to pay or give or agree to pay or give any money or other thing of value for services, in connection with the conduct of the broadcasting business of such licensee, which are not to be performed; or

"(5) to refrain, or agree to refrain, from broadcasting or from permitting the broadcasting of a noncommercial educational or cultural program in connection with which the participants receive no money or other thing of value for their services, other than their actual expenses, and such licensee neither pays nor gives any money or other thing of value for the privilege of broadcasting such program nor receives any money or other thing of value on account of the broadcasting of such program; or

"(6) to refrain, or agree to refrain, from broadcasting or permitting the broadcasting of any radio communication originating outside the United States.

"(b) It shall be unlawful, by the use or express or implied threat of the use of force, violence, intimidation or duress, or by the use or express or implied threat of the use of other means, to coerce, compel or constrain or attempt to coerce, compel or constrain a licensee or any other person—

"(1) to pay or agree to pay tribute for the privilege of, or on account of, producing, preparing, manufacturing, selling, buying, renting, operating, using, or maintaining recordings, transcriptions, or mechanical, chemical, or electrical reproductions, or any other articles, equipment, machines, or materials, used or intended to be used in broadcasting or in the production, preparation, performance, or presentation of a program or programs for broadcasting; or

"(2) to accede to or impose any restriction upon such production, preparation, manufacture, sale, purchase, rental, operation, use, or maintenance, if such restriction is for the purpose of preventing or limiting the use of such articles, equipment, machines, or materials in broadcasting in the production, preparation, perfection or presentation of a program for broadcasting.

"(3) to pay or agree to pay tribute on account of the broadcasting, by means of recordings or transcriptions, of a program previously broadcast, payment having been made, or agreed to be made, for the services actually rendered in the performance of such program.

"(c) The provisions of subsection (a) or (b) of this section shall not be held to make unlawful the enforcement or attempted enforcement, by means lawfully employed, of any contract right or legal obligation.

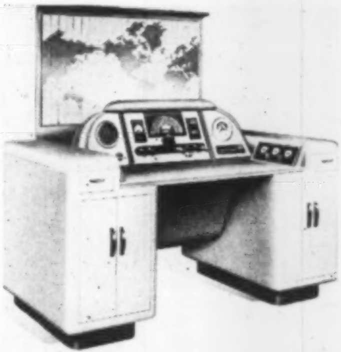
"(d) Whoever willfully violates any provision of subsection (a) or (b) of this section shall, upon conviction thereof, be punished by imprisonment for not more than one year or by a fine of not more than $1,000, or both.

"(e) As used in this section the term 'licensee' includes the owner or owners, and the person or persons having control or management, of the radio station in respect of which a station license was granted."

Jobs for Veterans

PROGRAM designed to seek employment for returned veterans, "Jobs for G.I. Joe," has been started by KIDO Boise, Idaho. Ex-servicemen are interviewed.

Amateur Station



HAM DREAM MACHINE is the new 1 kw amateur radio station built by Kluge Electronics Inc., Los Angeles. Named the "California Kilowatt" and condensed into well-desk form, the manufacturers have embodied all latest improvements into 33 x 34 x 54 inches of space. Top photo shows the entire station opened for operation. At bottom is the unit all closed down into an attractive desk, the feature which Myron E. Kluge, head of the manufacturing company, says will bring the amateur radio operator "out of the attic and into the dining room."

WJHP
Jacksonville, Fla.
To Reach the People of
JACKSONVILLE
Quickly—
Effectively
USE
WJHP
Represented by
JOHN H. PERRY ASSOCIATES

Scholarship Fund

THE SAN FRANCISCO PRESS CLUB has announced creation of a one-thousand dollar scholarship fund which includes an award designed to create interest in radio writing among high school journalism students. The award—a $250 university scholarship — will be presented at a Press Club Junior Gang Dinner to the northern California high school senior journalism student who submits the best dramatic radio script dealing with some phase of the development of newspapers. Frank La Tourette, a director of the club and ABC's western division news chief, has been appointed chairman of a committee of San Francisco radio newsmen who plan to enlist the aid of northern California station managers in promoting the scholarship offer and in helping the high school students who compete.

New Chicago Agency

KENMORE ADVERTISING Inc., 64 N. Michigan, Chicago, has been formed by Kenneth Raetz, president of new agency just released from the Navy. Before service he had operated his own Wisconsin agency for 12 years. Associates are Clifford N. Sellie, management counsel, and Raymond Young, in charge of product design. Radio department is to be included.

Hon. John Hymes
The Biow Company
New York City

Dear John:

Those Holidays certainly caused a heck of a lot of commotion around Charleston. When I first heard the announcement about so many days till the Holidays I went right in to see the Boss to find out when we were gettin' this day off, and was my face red when he told me it was just another of our promotion jobs for a new show, "Holiday & Co." Well sir, I thought that was a mighty clever idea, gettin' the whole town talkin' about the program and nobody knowin' what they were talkin' about . . . Why I'll just bet you every radio in this neck of the woods was tuned to 580 when the program of the Holidays started on Feb. 1st. Just shows you what a good promotion job can do, doesn't it?

Yrs.

Algy

WCHS
Charleston, W. Va.

HONOLULU
KGU
FOR FULL COVERAGE OF HAWAII
N. B. C. IN THE PACIFIC SINCE 1931
Affiliated with THE HONOLULU ADVERTISER
Represented by THE KATZ AGENCY, INC.

WFMJ
SELLS
The Rich Mahoning Valley
Ohio's Third Market at less cost—affiliate of the American Network.
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

IN EASTERN NORTH CAROLINA
★ WRRF ★
COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET
Over 600,000 Population
67,144 Radio Homes
6,188 Retail Outlets
Annual RETAIL SALES
Over $100,000,000
Served by WRRF The American Network Station
Write Us Today for Our New Informative Folder
TARHEEL BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FORJOE & CO.
New York • Chicago • Philadelphia

ST. LOUIS SNAPSHOTS
THE LUCKY FELLOW, HE HAS A RESERVATION AT THE
HOTEL Mayfair

On the Service Front

COYLE BACK ON JOB AT EVENING STAR

WILLIAM E. COYLE has resumed as radio director of the *Washington Evening Star* after three and a half years in the Navy. He finished as lieutenant commander after two years' sea duty which included the invasions of Roi-Namur, Guam, Leyte, and Lingayen Gulf, and the occupation of Japan. He was awarded the Navy Commendation Ribbon for his work as assistant to the operations officer on the staff of the commander of an amphibious group in the invasions named.

Mr. Coyle

* * *

AFRS Changes

SUCCEEDING Maj. Martin H. Work as commandant of Armed Forces Radio Service, Los Angeles, March 1 is Lieut. Col. Robert E. Kearney, a member of AFRA who has returned from 22 months in the ETO where he was camouflage officer for First Army and later public relations officer of I & E division. Staff members relieved for discharge are Capt. Fordyce V. Cowing, executive officer, by Maj. Edgar Tidwell; Courtenay Savage, chief of program section, by Maj. Robert Light; Lieut. Emil Frank, USNR, public relations, bv Maj. Jack Connell and Capt. William Bakewell; Capt. Richard D. Zern continues as assistant commandant; Maj. Frank Tourelotte becomes chief of overseas liaison, and Capt. Burton Boatright chief of technical production.

* * *

Chief Announcer

BERNARD MULLINS Jr., son of WTIC Hartford chief announcer Bernard Mullins, has been appointed chief announcer of WVTQ, armed forces radio station in Osaka, Japan. WVTQ is a modern five-story radio center occupied also by the Japanese station JOBK. "Studios and control rooms are modern to the nth degree," he writes.

* * *

Behn Award

COL. SOSTHENES BEHN, president of International Telephone & Telegraph Corp., has received the Medal of Merit, highest civilian decoration for war time services for performance of outstanding service to the United Nations.

Citation states in part that Col. Behn "personally visited France and Belgium and effected a reorganization in those countries of communications laboratories which enabled the latter to reproduce mobile radio equipment which aided materially in establishing vital communications stations for use in operational zones."

NEW 'MOON SHOOTING' COMING UP

Signal Corps Believes Fadeless Broadcasting May Result From Tests Being Planned

NEW ARMY experiments with radar signals to the moon may result in radio broadcasts absolutely free from the phenomenon of fading. That is just one of many practical results the Signal Corps hopes to obtain from a new series of tests being planned by the Signal Corps Laboratories, Belmar, N. J., according to Maj. C. N. Chamberlain, of the staff of Lieut. Col. John H. DeWitt who was in charge of the test on which the moon was first contacted in January.

The Signal Corps engineers call the experiments "wave propagation studies" designed to disclose, among other information, the effect of the atmosphere and the ionosphere on radar waves. Hitting the moon with their beam is almost incidental; Army engineers knew all along they could do that, given the necessary equipment, Maj. Chamberlain said. The satellite's main function is to act as a supersounding board.

Date for the actual start of the new tests is not yet known, because engineers are still at work on modifications of equipment, which includes design of a new antenna which will follow the moon in its course across the sky. This will require an "equatorial" type mount similar to that employed to search the skies with telescopes used in astronomical observatories. The new equipment may be built in the Signal Corps' own engineering laboratories at Bradley Beach, N. J., Maj. Chamberlain said.

With an antenna which can be kept trained on the moon, the radar beam will pass through various thicknesses of the atmosphere, since there is far less air to traverse when a beam is trained upward than when it is aimed toward the horizon. In the original experiment the antenna was trained slightly above the horizon at a fixed elevation, and observers had to "hit" it either as it rose or as it set.

KILL THAT BROAD

NBC Glossary Compiles Video Jargon

AT LAST we know what a "gizmo" is. The argot of the telecaster—except for those words used in time of stress—has been compiled in a witty pocket-sized glossary by NBC. Titled *television talk*, the 55 page book is "designed for ready-reference by television broadcasters," according to the cover, but would be a worthy addition to any bon vivant's library.

To begin with, the ink is not drab black, but a sort of deep-sea green. Cartoons inserted generously throughout are also of the same green hue, adding to the light touch.

Drawing on cover illustrating "busy" for example, shows a curvaceous female, drink in hand, and monacled gent in tails, also drink in hand, standing amid rococo Victorian furnishings, complete with marble bust of what looks like John L. Sullivan—and a Dachshund. Explanation for "busy" is, of course, too elaborate setting.

Also illustrated are such terms as "noodle," "broads," "getaway," "womp," "kill," and others numbering 28 in all.

Done in large print, lower case style, *television talk* makes for very easy reading. It ends, appropriately, with one little word down in the corner of the last page —"woof."

In The Public Service

Emergencies Met

WKBZ Muskegon, Mich. answered two emergency calls recently—one a matter of life, the other death. A hospital called in to say that a woman was dying and desperately needed rare Type 4 blood. Thirty-five people responded within a few minutes of the station's appeal, and the woman was given her transfusion. Later in the week WKBZ was asked to find a woman from Marine City who was thought to be at Muskegon. Her niece had been killed in an accident and the family wanted to contact her. The next morning the woman called to say she was on her way home after hearing the broadcast.

* * *

Forum Programs

KOME Tulsa has inaugurated *Junior Chamber of Commerce Forum*, featuring discussions of community betterment projects by local and state leaders secured by Jaycees. Last part of program is devoted to answering question from the audience. KOME Program Director Dick Campbell produces the series.

* * *

Listener's Fund

WNOX KNOXVILLE fund for relief of widows and orphans of 24 miners killed in the Pineville, Ky., mine explosion the day after last Christmas, has reached more than $8,000.

* * *

One For One

ONE STICK of gum with each musical request, decreed Stan Carey, disc m.c. of WBRK's 1340 Club of Pittsfield, Mass. In three days Stan received and distributed more than one thousand sticks to children in Pittsfield hospitals.

Servel Election

AN ELECTION to determine whether United Electrical, Radio & Machine Workers (CIO) shall represent the approximately 2,500 production and maintenance employes of Servel Inc., Evansville, Ind., was ordered by NLRB last Tuesday, to be held within 45 days. Company makes air-conditioning equipment and gas refrigerators.

THREE NETWORKS and 13 stations covered National Farm Institute Feb. 15-16 in Des Moines. KRNT Des Moines caught visiting mikemen, who told how they were covering for their stations. Front row (l to r): Dick Hull, Bill Diamond, Dick Vogl, W. I. Griffith, Bill Wiseman. Second row: Dick Burris, Jerry Seaman, Lee Elton, Chuck Miller, Hal Totten, Herb Overton, Herb Plambeck, Harry Aspleaf, Chris Mack, R. C. Bentley, Ray Clark. Back row: Merrill Langfett, George Cremeens, Bob White, John Merrifield, Bruce Grant, H. B. Hook, Larry Haeg, Bob Mulhall, Bill Drips.

Don Lee

(*Continued from page 16*)

call on less than 56 days' notice, or more than a total of three hours within each of four segments of the broadcast day as herein described. The broadcast day is divided into 4 segments as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m. Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

Sections 1.362 and 3.220, under which the Commission directed Don Lee to file renewal applications on its other stations, empower the Commission to take such action on AM and FM stations whenever it is considered essential to the conduct of a hearing. These rules also provide that "if the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received."

First Formal Inquiry

The forthcoming investigation of Don Lee network operations concerning option time practices would provide the first formal inquiry into compliance with chain broadcasting regulations since they became effective June 15, 1943.

Originally promulgated in 1941 over vigorous opposition by the networks and challenged in the courts, the chain regulations were upheld in the Supreme Court by the famous Frankfurter decision of May 10, 1943. On the subject of the regulation regarding option time, his opinion supported the Commission's belief that the old network time clauses hindered stations in developing a local program service and restricted the freedom of licensees.

BROOKLYN BUILDING BOUGHT FOR VIDEO

PURCHASE of a building in Brooklyn, N. Y. to be converted into what was said would be the largest television and motion picture studios in the East was announced last week.

Lafayette Television and Motion Picture Studios Inc., which has application pending for a television channel, acquired the six story former BPOE clubhouse at Lafayette and Oxford Streets, Brooklyn, and will convert it to house three large sound stages, storage space, shops and dressing rooms. Cost of the property and conversion was estimated at $500,000.

The company was said to have placed contracts with Jamaica Radio and Television Co. for television studio and transmission equipment worth more than $55,000.

Officers of the company were listed as Harry Pedersen, president, Philip Konof, vice president and secretary, and Hyman Goldman treasurer. None of them has been connected with radio or television heretofore. The company plans to offer its studio facilities for production of television, commercial, industrial, educational and religious motion pictures.

NEW NBC Central Division house organ named "The Orthicon" [BROADCASTING, Feb. 4] is now to be called "Chainbreak." Winner of name contest is still Ruth Buttron, sales department secretary, who submitted both suggestions. First issue is scheduled March 1.

AFRA Terminates So. Calif. Contract

AFRA has served notice to nine independent station members of Southern California Broadcasters Assn. that existing agreements on announcers will be terminated on March 16. Present AFRA pact with stations signed last year for a two year period contains clause permitting either party to cancel upon 30 day notice six months after termination of World War II hostilities. It is under this clause that AFRA is cancelling.

Move is AFRA's first counter step in attempt to raise announcer salaries following original proposal to managements several weeks ago that a percentage of station gross earnings be divided among announcers. Broadcasters at that time presented united front in refusing proposal.

AFRA is seeking wage increases of from 90 to 110% for announcers, depending upon station classification.

Involved are KWKW KGER KFOX KFAC KGFJ KXLA KFWB KMPC KMTR. Union hopes to bring in independents who have not been under contract, and currently is organizing KRKD. KFVD and KIEV have indicated willingness to sign with AFRA under old terms, it was said. Stations will deal individually with AFRA only if joint negotiations through Southern California Broadcasters Assn. fails, Robert O. Reynolds, organization president and manager of KMPC said. Current AFRA contracts with four network stations, KNX KFI KECA KHJ are effective until Nov. 1.

First FM Grants

(*Continued from page 20*)

nounced that the tentative FM allocation plan adopted last Dec. 19 has been working out satisfactorily. Three months experience with the plan, it said, has shown the value of its flexibility.

In accordance with its announcement when the plan was issued that departures from the pattern would be made whenever it was found desirable, the Commission revealed that in three instances it has taken away channels which had been tentatively assigned to specific areas.

One of the 12 metropolitan channels which had been allocated to Washington has been granted to an applicant in Winchester, Va., leaving 11 channels in the Capital for 14 applicants. One of the 13 channels which had been allocated to Philadelphia was assigned to an applicant in Atlantic City, N. J. Seven applications are pending in the Philadelphia area. The Commission also assigned to Hagerstown, Md., one of the five metropolitan channels previously allocated to York, Pa. Two applications from York have been conditionally granted and one is pending.

GROWING! GROWING!
LOS ANGELES
LONG BEACH
Market
Keeping pace are KGER'S alert programming and public service
★
5000 WATTS—Full Time
KGER
Represented Nationally by
JOSEPH HERSHEY McGILLVRA Inc.
New York Chicago San Francisco

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

. . . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!
65 *DIFFERENT*
PROGRAMS DAILY!
WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA
AMERICAN
Broadcasting Co.
FREE & PETERS
Natl. Reps.

630 KILOCYCLES
5000 WATTS FULL TIME
American Broadcasting Co.
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

ALL NORTHERN VERMONT
CHAMPLAIN VALLEY
BURLINGTON HAS THE ONLY CBS STATION IN VERMONT
WCAX
1000 WATTS • FULL TIME

WBNX
DAILY PROGRAMS IN
Italian Polish
English
German Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

A GOOD TIP FROM
A GOOD NEIGHBOR
It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.
MEXICO
RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P. O. BOX 1324 • MEXICO, D. F.

IN TOUCH WITH TOMORROW
....IN TUNE WITH TODAY
KGW
PORTLAND
OREGON
NBC
REPRESENTED BY EDWARD PETRY & CO.

Stratovision

(*Continued from page 18*)

from some intervening object. FM transmissions have provided data in the new band above 100 mc by a constant recording of field strength of a modulated carrier wave, that is, with voice or music superimposed, and an unmodulated carrier wave.

FCC Monitoring

First tests were flown over a course enabling the plane to pick up FM programs from KYW-FM, Westinghouse station in Philadelphia. The plane flew a fixed course from the Martin airport in Middle River over Wilmington, Del., Philadelphia, and New York City, to New Haven, Conn., and return. This course took the test plane, at its maximum, an airline distance of 240 miles from the ground station in Baltimore.

FCC monitoring stations are checking the tests.

Mr. Nobles said later tests are planned over other sections of the country, including the Pittsburgh area, where KDKA-FM programs will be relayed in a similar manner. Other ground stations will be added as the experiments progress, said Mr. Nobles.

The flights are made with a twin-engine medium bomber obtained from War Surplus, and refitted for the experimental operations by the Martin Co. The plane carries a flight crew of three from the Martin staff and two Westinghouse engineers.

The Stratovision plane carries three antenna systems in addition to those serving its normal radio operation. Mr. Nobles describes them as follows:

"One, a 10-foot mast of aluminum tubing with dual loops 15 inches in diameter, is hinged in the bomb bay and lowered into place, loops down, after the take-off. This is the rebroadcast antenna which sends programs received in the plane from ground stations back to earth over a greatly increased range.

Tentative Design

"A second underside antenna picks up programs from the ground station for rebroadcast, while a third, on top of the plane, provides the communication channel. The Baltimore ground station employs two antennas mounted on a single 50-foot mast for FM tests and communication, and three additional antennas for television studies."

Major features of Stratovision plane design have been tentatively agreed upon. But some details must await further airborne operation to determine more specifically defined requirements, Mr. Ebel said.

"No basic changes have been made in our original plans which call for all-metal, low-wing monoplanes about the size of the B-29 but weighing only one-third as much," he explained.

"They would have a wing spread of 161 feet and be powered with two 1450-hp engines, cruise at less than 150 miles per hour, have a top speed of 266 miles per hour, carry modern blind flying and anti-icing equipment, and have supercharged cabins accommodating a flight crew of three, and six radio technicians.

20 Tons Loaded

"Each plane would carry sufficient fuel for 11 hours operation at 30,000 feet in its regular tanks, while reserve fuel for two additional hours flight would be provided in the emergency tanks. Each plane would weigh 20 tons fully loaded."

Five developmental stations have been authorized Westinghouse by the FCC on the following frequencies (in megacycles) 49.5, 107.5, 107.9, 505-525, 540-560, 900-920, 1975-2025. Fourth, fifth and sixth assignments are in the television band; the seventh is a relay band. These assignments may be altered as development work requires.

BBC Programs Aired in U. S. May Be Open for Sponsorship

BBC PROGRAMS aired in the United States are going to be made available for sponsorship by American firms.

This is the gist of a rider quietly inserted in the state-owned broadcasting system's new charter, BROADCASTING has learned through London sources.

BBC-developed programs, it is understood, will be made available to U. S. advertisers on a cost basis. BBC is a non-profit making organization. The same programs will be distributed on BBC—but with commercials deleted.

It is believed the charter provision will be passed without opposition. Meanwhile, BBC is still unbending in its attitude toward commercialization of British broadcasting. No "exchange" provision will be written into the charter.

No Reciprocity

If the rider passes, British firms will be permitted to sponsor BBC features on American networks and stations if the latter will accept the business. There will be no reciprocity here, either, for American firms will be unable to reach British audiences with their messages—unless, of course, free enterprise broadcasting outlets on the continent, such as Radio Luxembourg, schedule the business.

At present the U. S. is the only nation in the world outside England where BBC produced programs are not available for sponsorship.

Meanwhile, other changes are contemplated in the BBC overseas policy, it was learned. During the war, BBC undertook to reach and hold American audiences by programs "in the American idiom." That policy is out now.

BROADCASTING has been told that in recent conferences those favoring commercialization were in the majority by far, but that they were over-ridden by the powerful minority of career government workers.

The new policy in overseas operations portends, some fear, the opening blast in propagandistic war of words between the British and Americans (if Congress gives the State Dept. enough money to carry on its overseas information program).

NBC TO CONDUCT STATIONS MEETINGS

SUCCEEDING NBC War Clinics the network on March 4 will start a series of 1946 NBC Stations Meetings for executives of all NBC affiliated stations in five key cities.

Network's top executives will describe operations and plans of their departments during the three-day meetings. First session will be held at the Waldorf-Astoria, New York, March 4-6; next at the Biltmore in Atlanta March 13-15; then the Worth in Ft. Worth March 19-21; the Drake in Chicago March 25-27 and the Ambassador in Los Angeles April 1-3.

Niles Trammell, NBC president, will head network delegation at all meetings. Other executives making entire circuit will be C. L. Menser, vice president in charge of programs; Easton C. Woolley, director, Stations Dept.; Sheldon B. Hickox Jr., manager, Station Relations Dept.; Charles P. Hammond, director, Advertising and Promotion Dept.; Norman E. Kersta, manager, Television Dept.; Robert E. Shelby, director of technical developments, Television Dept.

Roy C. Witmer, vice president, will address the New York, Chicago and Los Angeles meetings. Frank E. Mullen, vice president and general manager, will appear in New York and Chicago, as will William S. Hedges, vice president in charge of Planning and Development Dept.

Appearing in New York only will be Frank M. Russell, Washington, vice president; Dwight B. Herrick, manager, Public Service Dept.; William F. Brooks, director, News and International Relations; Hugh M. Beville Jr., director, Research Dept., and Sydney H. Eiges, manager, Press Dept.

Lockheed on WABD

LOCKHEED AIRCRAFT Corp., Los Angeles, has signed for presentation of weekly half hour television program starting in March on WABD, Du Mont video station in New York. Contract is for four weeks. Telecasts will feature stories of Lockheed Constellation planes. Agency is Foote, Cone & Belding.

BBC Programming May Improve Through Shift

MORE MONEY for improvement of programming and television is seen for BBC if foreign language broadcasts are placed under the control of the Foreign Office, with that office footing the bills. Rumors to that effect are prevalent in London. There is also a discussion of whether or not foreign language broadcasts should be continued at all.

Relative to better programming, Herbert Morrison, Lord President of the Council, speaking for the Minister of Information, flatly rejected a Parliamentary proposal that a special committee in the House of Commons should review the forthcoming radio license fee increase before the boost of from $2 to $4 a year goes into effect. Investigation was suggested by B. Janner, Labor Party member who contended that the special committee also consider revision of the BBC charter, scheduled for renewal this year.

Watts to RCA

W. W. WATTS has been named general sales manager of engineering products division of the RCA Victor Division, Camden. Mr. Watts' association with radio began with amateur and experimental work in 1912. He has been mail order sales manager for radio and electronic equipment for Montgomery Ward & Co. and before entering the Army was vice president in charge of the Wincharger Corp., Zenith subsidiary. While in the Army, he was commanding officer of the Signal Corps Distribution Agency with rank of colonel. He holds the Legion of Merit.

Mr. Watts

USMC Stations

SPECIAL service office of the Marine Corps in San Francisco has announced that the first radio station to be operated by the Marines is now broadcasting from Tientsin, China, and that a second station would be opened in Pieping as soon as personnel are available. Call letters for new station, under direction of Capt. Richard Glaeser, are XBOR. Call for second station will be XONE.

Ice Campaign

UNION ICE Co. of California, San Francisco (ice, refrigerators), in a 26-week campaign starting March 1 will use a weekly schedule of spot announcements on 10 California and Nevada stations. List includes KYCV KHSL KHUB KDON KFXM KGDM KFSD KPO KNX KOH. Agency is George M. Wessells Co., Los Angeles.

California, Georgia Transfers Push Totals Near $2,500,000

SALE of controlling interest in KMTR Los Angeles to Mrs. Dorothy Thackrey, owner of WLIB New York and KYA San Francisco and publisher of the *New York Post*, and separation of interests in WRLD West Point, Ga. and WDAK Columbus, Ga. were approved by a board of three FCC commissioners last Wednesday.

The two transfers, involving a total of $486,712, brought to almost $2,500,000 the total of sales approved during the week. On Monday, FCC announced its consent to the sale of WFIL Philadelphia for $1,900,000 and sale of 57% of WRAW Reading for $100,000 (see story page 56). KMTR and WRLD-WDAK actions were taken by Chairman Paul A. Porter and Commissioners Paul A. Walker and Clifford J. Durr, acting as a board.

In the KMTR transaction, Mrs. Thackrey pays Marilynne Dalton Alcorn and others $280,312 for 74¾% interest, and it was reported that since the application was filed Mrs. Thackrey has acquired pledges which would bring her interest to 95% and raise the sales price to approximately $300,000. The transfer is effective immediately. Don Fedderson, manager of KYA, also is in charge of KMTR. The station operates with 1 kw on 570 kc, fulltime.

Sellers with Mrs. Alcorn are Reed E. Callister, Gloria Dalton, J. F. T. O'Connor, Edward J. O'Connor and William V. O'Connor.

In the WRLD-WDAK case, Allen M. Woodall, Mrs. Margaret A. Pill (now stockholders in both stations) and four others acquire WDAK for $200,000, while L. J. Duncan and his wife, Leila, and his sister-in-law, Mrs. Josephine Rawls (also stockholders in both stations) acquire the remaining 28% interest in WRLD for $6,400.

Partners of Mr. Woodall and Mrs. Pill in WDAK are Ernest Black, H. S. Durden, Rufus M. Lackey and David E. Dunn. Principal stockholders are Messrs. Woodall, Lackey and Black, with each owning 500 shares of common and 500 shares of preferred stock. Mrs. Pill and Mr. Durden own 200 of each and Mr. Dunn, 100 of each. Mr. Woodall also owns an interest in WGAA Cedartown; Mr. Black, in WBML Macon; and Mr. Durden and Mr. Dunn, in WSFA Montgomery, Ala.

Mrs. Effie H. Allen, now a part owner of the two stations, is retiring from radio, transferring her 10% interest to Mrs. Duncan and Mrs. Rawls, her daughters.

WDAK is a fulltime station on 1340 kc with 250 w power. WRLD operates on 1490 kc with 250 w fulltime. New WRLD licensees will continue to do business as Valley Broadcasting Co., formerly licensee of both stations, while WDAK will be operated in the name of Radio Columbus Inc.

Takes NBC Option

HOUSEHOLD FINANCE Corp., Chicago, through Shaw-Lavally, has taken an option on NBC Sat. 4-4:30 p.m. period effective March 30. Out of network radio for several years, firm is considering half-hour dramatic show being prepared for agency by Frank Ferrill, Hollywood radio consultant.

Porter

(*Continued from page 18*)

engineer, who could give a lift to Commissioner E. K. Jett in the handling of the arduous allocations and operations problems confronting the Commission in the licensing of FM and television, in broadening the scope of AM stations and in coping with international allocation matters presently before the Commission, or to soon arise.

In a session lasting less than 20 minutes, Mr. Porter was heard last Thursday by the Senate Banking & Currency Committee on his nomination for OPA administrator. Promptly following the session, Majority Leader Barkley, who was acting chairman of the committee, reported to the Senate that the committee unanimously approved the nomination. Then the Senate gave its assent without a murmur of opposition. And Mr. Porter was thus qualified, in almost record-breaking time. Usually such nominations lay over one legislative day and can only be brought up by unanimous consent.

Barkley Praises Porter

In bringing up the nomination, Sen. Barkley told the committee in open hearing that Mr. Porter had taken charge of the FCC 14 months ago and had instituted a procedure to clear up the load of applications. Mr. Porter told the committee, in response to Sen. McFarland (D-Ariz.), that he would resign from FCC as soon as confirmed for OPA.

Sen. Taft (R-O.) asked a couple of desultory questions about the difficulty encountered by Ohio manufacturers in getting materials attributed to OPA prices. He also talked about the steel situation and the closure of a number of plants because of prices.

Mr. Porter said it would be his purpose to expedite handling such situations. He declared a procedure now is being developed. There were other scattered complaints from committee members about OPA operations, covering everything from milk to apparel.

The hearing was devoid of any of the dramatics which had attended recent Truman nominations. It was obvious, from the expeditious way in which the confirmation was handled, that Mr. Porter was regarded generally as a highly acceptable nominee.

WCKY
the 50,000
watt voice
of Cincinnati

The Largest
TRANSCRIPTION
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Meet Mr. Reddy Cash!
FROM EAST TEXAS
KFRO
LONGVIEW, TEX.
Texas Richest Market
"Strike Oil" in 1946 via KFRO. (1000 Watts day and night). KFRO influences buying habits of 500,000 people.
American - Mutual

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1
STATUE OF
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but
WHN REACHES 2 NEW YORKS!
(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)
WHN
Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—
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AGRICULTURAL
WE'VE BEEN PROGRAMMED FOR THE FARMER FOR 20 YEARS. THAT'S WHY WIBW-ADVERTISED GOODS SELL SO WELL IN KANSAS AND ADJOINING STATES.
WIBW The Voice *in* Kansas TOPEKA

ACTIONS OF THE FCC

FEBRUARY 15 to FEBRUARY 21

Decisions . . .

FEBRUARY 15
(Announced Feb. 18)

Actions by Commission En Banc

Commercial FM Conditional Grants—Issued five additional conditional FM stations in Maryland, bringing the total number of such CPs issued to 328.

(See story and list on page 36.)

WFIL Philadelphia—Granted (Commissioner Durr dissenting), consent to assignment of license for standard station WFIL, FM station license WFIL-FM and relay station licenses WELX and WELW, from WFIL Broadcasting Co. to Triangle Publications Inc. (The Phila. Inquirer Division), for the consideration of $1,900,000. (No competing application involving the facilities of this station has been filed.)

(See story on page 56)

WHBQ Memphis, Tenn.—Granted renewal of license for the period ending August 1, 1947 (Comr. Durr voting for further inquiry).

WBAL Baltimore, Md.—Designated for hearing application for renewal of license.

600 kc

WPDQ Jacksonville, Fla.—Granted CP to change frequency from 1270 to 600 kc, install a new directional antenna for night use, and install new ground system; 5 kw unlimited time.

WRAW Reading, Pa.—Granted petition for reconsideration and grant without hearing, of application for consent to transfer control of Reading Broadcasting Co., licensee of WRAW, from Raymond Gaul and Harold O. Landis, to WGAL Inc. and Keystone Broadcasting Corp. (on condition that transferee dispose of their interest in station WAZL), for a consideration of $100,000, representing 212 shares or about 57% of voting stock.

(See story on page 56)

550 kc

WMOB Mobile, Ala.; WKRC Cincinnati—Granted petitions requesting that application of WMOB to change frequency to 550 kc and increase power to 1 kw, and application of WKRC to increase operating power to 5 kw day and night using 550 kc, be consolidated in the 550 kc hearing now scheduled for Feb. 25-March 8 in Washington, D. C.

WGST Atlanta, Ga.—Granted further extension to March 18, 1946, of temporary license of WGST.

KGB San Diego, Cal.; KDB Santa Barbara, Cal.—Designated for hearing applications for renewal of licenses of stations KGB and KDB, and directed Don Lee Broadcasting System to file renewal applications for stations KFRC San Francisco, KHJ Los Angeles and KHJ-FM Los Angeles, within 30 days.

(See story on page 16)

FEBRUARY 13
(Announced Feb. 18)

610 kc

Virginia Broadcasting Corp., Roanoke, Va.—Granted petition for leave to amend its application so as to request frequency 610 instead of 620 kc, and make certain other amendments; removed from hearing docket and re-designated same for consolidated hearing with applications of WSLS WGTM WGBR WFTC and WLVA.

John L. Plummer tr/as John L. Plummer Enterprises, Bogalusa, La.—Denied petition to consolidate application and application of I. K. Corkern, both requesting a new station at Bogalusa, in hearing with applications of WLOX Broadcasting Co. and WGCM Broadcasting Co., applicants for a new station in Biloxi, Miss., without prejudice to applicants filing petitions to intervene in the respective proceeding to which they are not parties.

WOI Ames, Iowa—Granted appeal from decision of Motions Commissioner on January 25 denying SSA to operate from 7:15 to 9:15 CST, February 15, 18 and 23, and granted the SSA.

970 kc

WSVA Harrisonburg, Va.—Granted petition for leave to amend application to specify 970 kc instead of 550 kc, and designate for hearing in the consolidated proceeding involving other application for 970 kc.

FEBRUARY 19

Actions by Administrative Board

WPOR Portland, Me.—Granted modification of CP new station for approval of transmitter and studio locations. Permittee is granted waiver of Sections 3.55(b) and 3.60 of FCC rules and regulations.

WMVG Milledgeville, Ga.—Granted modification of CP for approval of transmitter site, approval of antenna, change in studio location.

KLCN Blytheville, Ark.—Granted CP install new transmitter upon express condition that no operation of station may occur between local sunset and local sunrise.

KTMC McAlester, Okla.—Granted modification of CP new station for transmitter and antenna changes, change in studio location. Authority is granted conditional upon submission of more detailed program prior to issuance of license.

KFVD Los Angeles—Granted modification of CP for changes in transmitter equipment and antenna. Authority is subject to express condition that permittee shall satisfy legitimate complaints of blanketing within the 250 mv/m contour, including external and cross modulation.

FEBRUARY 20

1300 kc

The Kentucky Bcstg. Co., Lexington, Ky.—Granted CP new station 1300 kc 1 kw unlimited, directional antenna night.

1450 kc

Carter C. Peterson, Savannah, Ga.—Granted CP new station 1450 kc 250 w unlimited; conditionally.

1490 kc

Central Louisiana Bcstg. Corp., Alexandria, La.—Granted CP new station 1490 kc 250 w unlimited.

1240 kc

Harrison Bcstg. Corp., Harrison, Ark. Granted CP new station 1240 kc 250 w unlimited.

1240 kc

Walter W. Bankhead, Jasper, Ala.—Granted application CP new station 1240 kc 250 w unlimited.

1450 kc

Rio Grande Bcstg. Co. Inc., Albuquerque, N. M.—Granted CP new station 1450 kc 250 w unlimited.

WREN Lawrence, Kan.—Adopted order denying petition that application for CP for authority to move WREN from Lawrence to Topeka and use 5 kw with directional antenna unlimited time, be granted insofar as it requests authority to move station.

KIUN Pecos, Tex.—Granted CP increase from 100 to 250 w and make changes in transmitter.

WWNC, Asheville, N. C.—Adopted order granting petition for reinstatement of applications for CP to increase operating power on 570 kc to 5 kw unlimited with directional antenna night, and for modification thereof for approval of transmitter location and directional antenna; and granted said application.

KPDN Pampa, Tex.—Granted CP increase 100 to 250 w, install new transmitter.

WLOL Minneapolis—Granted CP to increase operating power to 5 kw on 1330 kc with directional antenna.

WRLD West Point, Ga.—Granted consent to voluntry assignment of license from L. J. Duncan, Leila Duncan, Josephine Rawls, Effie H. Allen, Allen M. Woodall and Margaret A. Pill, d/b as Valley Bcstg. Co. to L. J. Duncan, Leila A. Duncan and Josephine Rawls, d/b as Valley Bcstg. Co., for a consideration of $6,400 for the 28% interest being sold.

WDAK Columbus, Ga.—Granted consent to voluntary assignment of license from L. J. Duncan, Leila A. Duncan, Josephine Rawls, Effie H. Allen, Allen M. Woodall and Margaret A. Pill to Radio Columbus Inc., newly formed corporation consisting of Allen M. Woodall, Ernest Black, Rufus M. Lackey, Margaret A. Pill, H. S. Durden and David E. Dunn, for consideration of $200,000.

KMTR Los Angeles, Cal.—Granted consent to transfer control from Marilynne Dalton Alcorn, Reed E. Callister, Gloria Dalton, J. F. T. O'Connor, Edward J. O'Connor and William V. O'Connor, to Mrs. Dorothy Thackrey for consideration of $280,312 for 74¾% or 747½ shares.

The Times Mirror Co., Pasadena, Cal.—Granted CP new experimental television station on frequencies to be assigned by Chief Engineer of FCC.

Farnsworth Radio & Television Corp, Ft. Wayne, Ind.—Granted CP to reinstate CP for new experimental television station (granted in December 194 and permitted to lapse in 1945).

ALL COMMERCIAL TELEVISIO STATIONS—Granted waiver of Rul 3.661(a) to July 1, 1946. Rule require minimum of two hours rendered in eac broadcast day and not less than 2 hours program service per week.

Oklahoma A & M Co., Stillwater, Okla —Granted CP new non-commercial educational station, subject to approval b Commission of transmitter details and of frequency and modulation monitors.

Commercial Conditional FM Grant —Issued two additional FM stations in Maryland, bringing such Maryland grants to seven for week, and grand total of conditionals to 330.

(See story and list on page 36.)

O. E. Richardson et al d/b as Radio Station WJOB Chicago, Ill.—Designated application for hearing to be consolidated with hearings on applications of the Agricultural Broadcasting Co., et al. for new FM stations in Chicago, and ordered that the order heretofore issued in the consolidated proceedings be amended to include the application of O. E. Richardson, et al.

Central Illinois Radio Corp., Peoria, Ill.—Designated for hearing application to be consolidated with the hearing on applications of Peoria Broadcasting Co. et al, for new FM stations in Peoria, and ordered that the order heretofore issued in the consolidated proceedings be amended to include the application of Central Illinois Radio Corp.

Bieberbach Bcstg. Corp., Waltham, Mass.—Designated for hearing application to be consolidated with the hearing on applications of Fidelity Broadcasting Corp. et al, and Columbia Broadcasting System, for new FM stations in Boston, and ordered that the order heretofore issued in the consolidated proceedings be amended to include the application of Bieberbach Broadcasting Corp.

Skyland Bcstg. Corp., Dayton, Ohio—Designated for hearing application to be consolidated with hearings on applications of The Crosley Corp. et al, for new FM stations in Dayton and Springfield, Ohio, areas, and ordered that the order heretofore issued in the consolidated proceedings be amended to include the application of Skyland Broadcasting Corp.

WGAC, Augusta, Ga.—Designated for hearing application for CP to change frequency from 1240 to 580 kc, increase from 250 w unlimited to 1 kw night, 5 kw-LS, and change location of transmitter.

Designated for consolidated hearing the following applications requesting use of 550 kc, unlimited time, to be heard with other 550 kc proceedings previously scheduled:

Atlantic Radio Corp., Boston, Mass., 550 kc, 5 kw, unlimited time; **WDEV Radio Station (WDEV), Waterbury, Vt.,** 550 kc, 1 kw, unlimited time; **Oregon State Agricultural College (KOAC), Corvallis, Ore.,** 550 kc, 5 kw, unlimited time, directional antenna.

Applications . . .

FEBRUARY 15

Lewistown Bcstg. Co., Lewistown, Pa. —CP new FM station Channel 250, 97.9 mc or assigned, coverage 3,903 sq. mi. or assigned.

Charleston Bcstg. Co., Charleston, W. Va.—CP new metropolitan FM station.

WPEN-FM Philadelphia—CP to specify Channel 258, 99.5 mc, coverage 12,200 sq. mi., install new transmitter and new antenna, change location and request metropolitan station.

Eastern Carolina Bcstg. Co. Inc., Goldsboro, N. C.—CP new metropolitan FM station, frequency to be assigned in 100 mc band, coverage 9,860 sq. mi.

Hearing Retained

WHEC Rochester—FCC last Monday announced correction to its previously released action on WHEC's petition, so that action of Feb. 13 should be deleted and WHEC's application kept as part of March 21 consolidated hearing involving Ft. Orange Bcstg. Co. Inc., Van Curler Bcstg. Corp. and Albany Bcstg. Co. Inc.

1490 kc

Frank E. Pellegrin and Homer H. Gruenther, d/b as Pellegrin & Gruenther, Oak Ridge, Tenn.—CP new station 1490 kc 250 w unlimited.

1340 kc

Twin City Bcstg. Co.—CP new station 1340 kc 250 w unlimited.

Oneida Bcstg. Co., Rhinelander, Wis.—CP new station 1240 kc 250 w unlimited.

1270 kc

Radio Television Corp., Medford, Ore.—CP new station 1270 kc 5 kw, DA night, unlimited.

FEBRUARY 19

810 kc

The Chesapeake Radio Corp., Annapolis, Md.—CP new station 1440 kc 250 w daytime operation. Amended to change frequency from 1440 to 810.

1360 kc

Community Bcstg. Service Inc., Vineland, N. J.—CP new station 1360 kc 1 kw daytime hours of operation (call "WWBZ" reserved).

Philco Radio & Television Corp., Washington, D. C.—CP new commercial television station on Channel No. 4, 78000-84000 kilocycles and ESR to be determined. Amended to change frequency from Channel No. 4, 78000-84000 kc to Channel No. 4, 66-72 mc, specify ESR as 930, specify type of transmitter and antenna system and transmitter location at Arlington County, Va.

Enterprise Publishing Co., Brockton, Mass.—CP new community FM station on Channel No. 286, 105.1 megacycles.

1600 kc

James F. Hopkins Inc., Ann Arbor, Mich.—CP new station to be operated on 1600 kc, power of 250 w unlimited. Amended to change requested power from 250 w to 1 kw, change type of transmitter, install directional antenna for day and night use and specify transmitter location.

Clarence H. Frey & Robert O. Greever, Logan, W. Va.—CP for a new metropolitan FM station.

630 kc

WTMA Charleston, S. C.—CP change from 1250 to 630 kc, increase from 1 to 5 kw, install new transmitter, make changes in directional antenna for night use and change transmitter location. Amended to change transmitter location.

1600 kc

Charlotte Bcstg. Co., Charlotte, N. C.—CP new station 1600 kc 1 kw unlimited DA. Amended re stockholders and change type of transmitter.

1360 kc

Wendell Mayes, C. C. Woodson and J. S. McBeath, d/b as Odessa Broadcasting Co., Odessa, Tex.—CP new station 1450 kc 250 w unlimited. Amended to change frequency from 1450 to 1360 kc, change power from 250 w to 5 kw, hours of operation from unlimited time to daytime, change type of transmitter, antenna changes and specify transmitter location.

1490 kc

Bleecker P. Seaman and Carr P. Collins Jr., d/b as Seaman and Collins, El Paso, Tex.—CP new station 1340 kc 250 w unlimited. Amended to change frequency from 1340 to 1490 kc.

920 kc

Ben Nedow tr/as Ector County Broadcasting Co., Odessa, Tex.—CP new station 1450 kc 250 w unlimited. Amended to change frequency from 1450 to 920 kc, power from 250 w to 1 kw, hours of operation from unlimited to daytime, change type of transmitter and specify transmitter site.

1230 kc

Capital Bcstg. Co., Lewistown, Mont.—CP new station 1230 kc 250 w unlimited.

590 kc

San Bernardino Bcstg. Co. Inc., San Bernardino, Cal.—CP new station 590 kc 1 kw, directional antenna and unlimited hours of operation. Amended re stockholder and director.

1460 kc

KSAN San Francisco, Cal.—CP change 1450 to 1460 kc, increase power from 250 w to 1 kw. Amended to change power from 1 to 5 kw, install new transmitter and directional antenna for day and night use and change transmitter location.

KTLO Los Angeles, Cal.—CP to specify frequency as channel No. 261, 100.1 megacycles, and change type of transmitter and antenna system.

Roy Hofheinz and W. N. Hooper, d/b as Texas Star Bcstg. Co., Houston, Tex.—CP new rural FM station to be operated on frequency to be determined by chief engineer of FCC.

970 kc

WAAT Newark, N. J.—CP increase from 1 kw to 5 kw, install new transmitter and make changes in directional antenna for night use.

1240 kc

Joseph M. Viana, Woonsocket, R. I.—CP new station 1240 kc 250 w unlimited.

1230 kc

The Altus Bcstg. Company, Altus, Okla.—CP new station 1230 kc 250 w unlimited.

1590 kc

Walter L. Edwards, Porterville, Cal.—CP new station 1590 kc 1 kw unlimited.

550 kc

Maui Publishing Co. Limited, Wailuku, T. H.—CP new station 550 kc 1 kw unlimited.

FEBRUARY 21

The Tower Realty Co., Baltimore, Md.—CP new station 680 kc 5 kw directional antenna night, unlimited.

1450 kc

Chanticleer Bcstg. Co., New Brunswick, N. J.—CP new station 1450 kc 250 w, unlimited.

1300 kc

Newman Bcstg. Co., a partnership, composed of D. T. Manget, Evan W. Thomasson, James Thomasson & Ida A. Thomasson, Newnan, Ga.—CP new station 1300 kc 1 kw direction antenna night, unlimited.

WBEJ Elizabethton, Tenn.—Modification of CP, which authorized a new station for change in type of transmitter, approval of antenna and transmitter location.

950 kc

WGOV Valdosta, Ga.—CP change from 1450 to 950 kc, increase from 250 w to 1 kw, install new transmitter and directional antenna for night use and change transmitter location. Amended to change requested power from 1 kw day and night to 1 kw night and 5 kw daytime and make changes in directional antenna for day and night use, and change type of transmitter.

WAPO Chattanooga, Tenn.—Involuntary assignment of license to Ramon G. Patterson, Louise Patterson Pursley, Ramon G. Patterson, executor, and Louise Patterson Pursley, executrix of the state of Joda Patterson, deceased, d/b as WAPO Broadcasting Service.

KDAL, Duluth, Minn.—CP increase from 1 kw day and night to 5 kw day and night, install new transmitter and make changes in directional antenna for night use. Amended to change type of transmitter.

1400 kc

Peach Bowl Broadcasters, a partnership composed of Beverly B. Ballard, Dewey Allread Jr. & Clyde L. Goodnight, Yuba City, Cal.—CP new station 1400 kc 250 w, unlimited (call "KUBA" reserved).

Applications Tendered for Filing:

Southwest Bcstg. Co., a partnership composed of Wm. Calvin Montgomery, Chas. E. Jones, James A. Clements, John W. Newman and Richard J. Higgins, Eastland, Tex.—CP new station 1230 kc 250 w, unlimited.

KNOW, Austin and WACO Waco, Tex.—Transfer of 50% of common stock of licensee corporation from E. S. Fentress and Charles E. March to C. C. Woodson and Wendell Mayes.

1490 kc

Charles R. Love, Calexico, Cal.—CP new station 1490 kc 250 w, unlimited.

FEBRUARY 20

1520 kc

Eastern Bcstg. Co., Long Island, N. Y.—CP new station 1520 kc 1 kw, limited hours of operation. Amended re officers, directors and stockholders.

1460 kc

Fort Orange Bcstg. Co. Inc., Albany, N. Y.—CP new station 1460 kc 5 kw, directional antenna and unlimited hours of operation. Amended to use directional antenna night only instead of directional antenna day and night.

Suffolk Bcstg. Corp., Coram, N. Y.—CP new community FM station 98.0 mc.

Continental Television Corp.—CP new experimental television station on Channel 7, 174-180 mc, Channel 9, 186-192 mc and Channel 11, 210-216 mc, 495-515, 630-660 & 780-830 mc and A0, A3, A5 & special emission.

590 kc

WSLS Roanoke, Va.—CP change frequency from 1240 to 590 kc, increase from 250 w to 1 kw, install new transmitter and directional antenna for day and night use and change transmitter location. Amended to make changes in directional antenna during daytime use.

1240 kc

Scranton-Wilkes-Barre-Pittson Bcstg. Co. Inc., Wilkes-Barre, Pa.—CP new metropolitan FM station to be operated on frequency to be assigned by Chief Engineer of FCC.

Shenandoah Valley Bcstg. Corp., Harrisonburg, Va.—CP new rural FM station to be operated on frequency to be assigned by Chief Engineer of FCC and coverage of 28,800 square miles.

The Fort Industry Co., Toledo, Ohio—CP new commercial television station on Channel 13, 210-216 mc with power of 5 kw (peak) for visual and 5 kw for aural.

The Conestoga Television Association Inc., Lancaster County, Penna.—CP new experimental television relay station to be operated on 590-610 mc with power of 25 w for aural and 200 w (peak) for visual.

KGKB Tyler, Tex.—Voluntary assignment of license to Jas. G. Ulmer and Son, d/b as East Texas Broadcasting Co. Amended to change name of assignee from Jas. G. Ulmer and Son, d/b as East Texas Broadcasting Co. to Jas. G. Ulmer and Jas. G. Ulmer Jr., d/b as East Texas Broadcasting Co.

1240 kc

Harrison Bcstg. Corp., Harrison, Ark.—CP new station 1240 kc power of 250 w and unlimited hours of operation. Amended to make changes in transmitting equipment.

1490 kc

Alfred Dorman, Statesboro, Ga.—CP new station 1490 kc 250 w unlimited.

1490 kc

Louis Levand, Max Levand, John Levand, d/b as The Wichita Beacon Broadcasting Co., Wichita, Kan.—CP new station 1490 kc 250 w unlimited. Amended to change transmitter site.

1490 kc

KAKE Bcstg. Co. Inc., Wichita, Kan.—CP new station 1490 kc 250 w unlimited. Amended to change name of applicant from KAIR Bcstg. Co. Inc. to KAKE Bcstg. Co. Inc.

940 kc

Mt. Vernon Radio and Television Co., Mt. Vernon, Ill.—CP new station 940 kc 1 kw daytime hours of operation. Amended re stock ownership and to correct name of one director.

1490 kc

Jas. A. Brown, Ronald C. Johnson, Elbert B. Griffis, Bert Graulich, Chas. H. Johnson, Wm. A. Johnson, Jas. E. Brooker, Chas. E. Cross, Alden J. Woodworth, Frank E. Sater & Frank J. Beougher, d/b as Atlantic Shores Bgst. Ltd., Coral Gables, Fla.—CP new station on 1490 kc 250 w unlimited. Amended to change transmitter location.

1450 kc

Ruth Braden Weber, Edward F. Braden, George E. Mead, John H. Braden, Lala Braden Boughton, and Kirke M. Beall, d/b as Escambia Bcstg. Co., Pensacola, Fla.—CP new station on 1450 kc 250 w unlimited (call "WBSR" reserved). Amended to change name of Ruth Braden Weber to Ruth Braden.

1400 kc

Chatham Company, Savannah, Ga.—CP new station 1400 kc 250 w unlimited hours of operation. Amended re stockholders.

1340 kc

Roderick T. Peacock Sr., tr/as Daytona Beach Broadcasting Co., Daytona Beach, Fla.—CP new station 1340 kc power of 250 w and unlimited hours of operation. Amended to change name of applicant from Roderick T. Peacock Sr., tr/as Daytona Beach Broadcasting Co. to Roderick T. Peacock Sr. and Roderick T. Peacock Jr., a partnership, d/b as Daytona Beach Broadcasting Co.

WCSC Charleston, S. C.—CP increase from 1 kw day 500 w night to 5 kw day and night, install new transmitter and directional antenna for night use, and change transmitter location. Amended to make changes in directional antenna for night use.

1400 kc

The New Mexico Publishing Co., Santa Fe, N. M.—CP new station 550 kc 1 kw, directional antenna and unlimited hours of operation (call "KSNM" reserved). Amended to change frequency from 550 to 1400 kc, decrease power from 1 kw day and night to 250 w day and night, install new transmitter and vertical antenna and change transmitter location.

1370 kc

FM Radio & Television Corp., San Jose, Calif.—CP new station 1370 kc 500 w, 1 kw local sunrise unlimited. Amended to change power from 500 w, 1 kw local sunrise to 1 kw day and night, install directional antenna for day and night use and specify transmitter site.

890 kc

Bay Cities Radio Corp., Santa Monica, Cal.—CP new station 890 kc 1 kw and daytime hours of operation. Amended to specify transmitter and studio locations and specify antenna system.

630 kc

Boise Bcstg. Co., Boise, Idaho—CP new station 630 kc 5 kw directional antenna and unlimited hours of operation.

Applications Received:

Springfield Bcstg. Co., Springfield, Mo.—CP new metropolitan FM station to be operated on frequency to be determined by Chief Engineer of FCC.

Applications Tendered for Filing:

WPAT Paterson, N. J.—CP increase power from 1 to 5 kw, change hours of operation from daytime to unlimited, install new transmitter and directional antenna for day and night use.

1340 kc

Harry J. W. Kiessling, Carl F. Stroehmann, Frank E. Plankenhorn and William P. Wilson, partners, d/b as Williamsport Radio Bcstg. Associates, Williamsport, Pa.—CP new station 1340 kc 250 w unlimited.

1090 kc

Hot Springs Bcstg. Co., Hot Springs, Ark.—CP new station 1090 kc, power of 50 kw, directional antenna and unlimited hours of operation (facilities of KTHS).

1490 kc

John Raymond Barlett d/b "Radio South", Quitman, Ga.—CP new station 1490 kc 250 w unlimited.

1490 kc

George Arthur Smith, Jackson, Tenn.—CP new station 1490 kc 250 w unlimited.

1280 kc

Caribbean Bcstg. Corp., Arecibo, Puerto Rico—CP new station 1280 kc 1 kw unlimited.

Hearings Next Week

MONDAY, FEBRUARY 25
Consolidated Hearing, 10 a.m.
Washington, D. C.

WREN Topeka, Kans.—CP 1250 kc 5 kw, S-KFKU; **Midwest Bcstg. Co., Milwaukee**—CP new station 1250 kc 5 kw, DA night & day; **WGL Fort Wayne, Ind.**—CP 1250 kc 1 kw, DA night & day; **Homer Rodeheaver, Winona Lake, Ind.**—CP new station 1250 kc 1 kw, DA night & day.

WEDNESDAY, FEBRUARY 27
Consolidated Hearing, 10 a.m.
City Hall, Altoona, Pa.
Before Mr. Diebler

Altoona Bcstg. Co., Altoona, Pa.—CP new station 1240 kc 250 w; **Roy F. Thompson tr/as Thompson Bcstg. Co., Altoona**—CP new station 1240 kc 250 w.

Consolidated Hearing, 10 a.m.
Washington, D. C.

WJPS Inc., Evansville, Ind.—CP new station 1330 kc 1 kw, DA night & day; **Tri-State Bcstg. Corp., Evansville**—CP new station 1330 kc 5 kw, DA night & day; **Booth Radio Stations Inc., Flint, Mich.**—CP new station 1330 kc 1 kw, DA night & day; **Wabash Valley Bcstg. Corp., Terre Haute, Ind.**—CP new station 1350 kc 5 kw, DA night & day; **West Central Bcstg. Co., Peoria, Ill.**—CP new station 1350 kc 1 kw, DA night & day.

THURSDAY, FEBRUARY 28
Consolidated Further Hearing,
10 a.m.
Washington, D. C.

Arkansas - Oklahoma Bcstg. Corp., Ft. Smith, Ark.—CP new station 1230 kc 250 w; **Donald W. Reynolds, Ft. Smith**—CP new station 1230 kc 250 w.

Hearing, 10 a.m.
U. S. Post Office Bldg.
Alexandria, La.
Before Comr. Wakefield

Central Louisiana Bcstg. Corp.—CP new station 1490 kc 250 w.

Okla. Aggies FM

CONSTRUCTION permit for a new noncommercial FM educational station was granted by the FCC last Wednesday to Oklahoma Agricultural and Mechanical College, Stillwater, Okla. The grant was made subject to approval of transmitter details and of frequency and modulation monitors. The Commission had previously granted two educational FM stations to the State of Wisconsin for a proposed statewide network [BROADCASTING, Feb. 18].

NBC Clinic

ANNUAL NBC clinic meeting in Chicago will be held at the Drake Hotel, March 25-26-27, with over 100 executives of NBC affiliates in the midwest district and 15 network executives scheduled to attend, A. W. Kaney, station relations manager of NBC Central Division announced this week.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Radio salesman and experienced announcer for Rocky Mountain NBC affiliate in hunting and fishing mecca. Send photo, references, experience, announcer, send transcription to Box 874, BROADCASTING.

Combination station manager—commercial manager for 250 watt proposed operation in midwestern area with 75,000 population. Excellent opportunity. Box 876, BROADCASTING.

Wanted—Sales manager, announcers, continuity writers at southern station. Present power 250 watts with anticipated increase. Network affiliate. State experience, personal and marital status, minimum salary requirement in first letter. Box 879, BROADCASTING.

Washington Radio Representative—Former Army staff officer seeks to represent radio station or organized group of stations, manufacturers or trade association before regulatory bodies. Recognized as engineering witness before FCC, long experience and widespread contacts in government broadcasting, communications and aviation regulatory bodies, associated legal profession and trade press. Retainer based on facilities and time required; preference for exclusive arrangement. Box 882, BROADCASTING.

Experienced announcer-newscaster by 5000 watt CBS affiliate. Box 887, BROADCASTING.

Chief engineer—for proposed station in midwest. Need man with experience installing broadcast equipment and starting new station, directing and training assistants. AM and later FM operation. Permanent position for family man in attractive small city. Announcing ability desirable, but no transcription now. Send full details of experience, education, personal background and salary expectation to Box 894, BROADCASTING.

Growing, prospering firm of radio station representatives seeks salesman with some station or representation experience for extremely attractive position in Chicago office. Send complete information. Must be under 35 years of age. Write Box 895, BROADCASTING.

New Texas radio station now under construction seeks experienced manager for permanent position. Real opportunity in progressive growing community. Good salary with participation in profits. State experience, age, family status and earliest availability. Address Box 896, BROADCASTING.

Wanted—Combination announcers and copy writers. Also opportunity for extra earnings if you can serve as part time organist (Reuter Pipe Organ). Furnish full information including voice transcription and sample continuities. Station KFXJ, Box 30, Grand Junction, Colorado.

Sales engineer—To contact commercial broadcast stations and new station applicants. Must have real sales ability, plus complete technical experience, to sell new transmitters—studio equipment—antenna equipment—and complete line of supplies. Must be now located or interested in locating in Texas. Box 904, BROADCASTING.

Copy girl. New full-time station, affiliated American network, desires experienced continuity writer to handle copy and traffic. Send references and photo if available. WTON, Staunton, Va.

WNOX, Knoxville, Tenn., CBS affiliate, has opening for good announcer. Write O. L. Smith, Manager, and give full details first letter.

TECHNICAL WRITER

Radio-electronics field. Able to prepare technical and semi-technical articles for trade and general press. Publicity experience. Philadelphia area. Excellent opportunity. Write Box 907, BROADCASTING.

Situations Wanted

Chief engineer seeks position with progressive station. Experienced in all phases of radio station operation, maintenance and installation. Past employers and associates testify to ability as the working kind of executive who gets a job done well. Box 554, BROADCASTING.

Announcer-newscaster. Good voice, four years general experience. Age thirty-two. Ex-serviceman. Transcription available. Box 775, BROADCASTING.

Program director, announcer, salesman and production man. Been with present employer five years. Desire change—permanent only. Will go anywhere. Ten years experience. Box 839, BROADCASTING.

Experienced newscaster-announcer—now employed several years as chief-announcer, same station, same sponsors. Want larger market A1 station. Proven performance, dependability, and exceptional survey rating. Married. Full details, transcription, and picture. No two-fifties please. Box 858, BROADCASTING.

Top sports announcer available. 10 years experience. Now employed by major New York City station. Worked major league baseball last season. Also fully experienced in handling football, basketball, track, hockey. Reasonable salary. Full details and transcription on request. Box 859, BROADCASTING.

Announcer-program director-disc jockey. Last with AFRS in China. Four years civilian experience. Available April first. Desire west coast or middle west. Box 862, BROADCASTING.

Station manager considering change. Now managing network affiliate with over $100,000 gross billing annually. Well rounded experience in commercial and technical phases. Box 868, BROADCASTING.

Veteran—Age 28, married. 4½ years as maintenance chief for "Army Airways Communications System"—CREF man—1st class radio telephone license. Desire chief engineers position with station in south or southwest. Box 869, BROADCASTING.

Top personality man. Sports, special events, straight announcing, records. Steady, sober, reliable. Box 875, BROADCASTING.

Veteran with acting, some announcing experience, wants small station, permanent; good voice, college, will travel, salary secondary. Box 877, BROADCASTING.

News editor—Two major networks; wants newswriting-announcing spot. 26—background small stations and nets totaling six years. Box 878, BROADCASTING.

Strong program man who has attracted wide attention with outstanding job of audience building seeks connection with station in major market. Commercial-minded with sound experience in copy, production, promotion, and management. Has concrete record to submit. Box 880, BROADCASTING.

Agencies—Stations—What can you offer family man 25, six years experience in radio announcing, writing, production? Box 883, BROADCASTING.

Veteran—25, three years diversified experience in radio. Consider all offers. Box 884, BROADCASTING.

Salesman, 30, veteran with sales, traffic and radio experience desiring permanent sales position in eastern city. The best of references and an interesting presentation available on request. Box 885, BROADCASTING.

Program director—Seek opening with progressive station. Experience in both network and short wave broadcast; including announcing, programming, news editor, special events and publicity. Discharged Army captain. College grad, married, two children, sober citizen wants to become a part of community life, references. Box 886, BROADCASTING.

Good looking free lance writer. 5 years radio net announcing, engineering. Local production, sales. Desires position on station or agency radio production staff. Large eastern or New England city preferred. References. Age 26. Box 888, BROADCASTING.

Situations Wanted (Cont'd)

New station? You need sure-fire, experienced, productive, announcers; who can program, script, remote, disc jockey—want more? Wire or write immediately to Box 889, BROADCASTING.

Women's director experienced in public service and audience building desires to make change. Would consider position with progressive radio station as Women's Director, shopper's program or other special programs directed to women. Also, experienced in promotion or merchandising of commercial accounts. Audition transcription available. Excellent references. Box 891, BROADCASTING.

Young woman with radio and public relations experience desires to write publicity for aggressive agency or commercial account. Can write releases that won't be filed in wastebasket. Prefer midwest. Box 892, BROADCASTING.

Announcer—Veteran—seeking affiliation with progressive organization. Experienced 1 kw station—news, sports, commercials, record shows, remotes, etc. Can also operate controls. Transcription on request. Box 893, BROADCASTING.

A-1 Program Director. Six actual working years experience in all phases of radio production, 5 to 50 kw. Midwest stations. Two years sole director all Army radio programs, local and network (CBS, MBS) from Washington, D. C. Thorough public relations background. Unquestionable radio recommendations. Married. 30. Available immediately. Box 898, BROADCASTING.

We handle any radio station from the idea in your mind thru the application, building and "on the air" procedures. Our clients tell our story for us. Box 899, BROADCASTING.

Station manager—Available soon. Veteran, 29, married. 5 years experience. Thorough knowledge all phases of station operation. Prefer southwest. Box 900, BROADCASTING.

Program director desires change. Now connected with metropolitan key network station. Experienced all phases of operations. Box 901, BROADCASTING.

Experienced announcer, actor, narrator—three years network radio. Naval vet., 26. Desires position staff announcer, preferably northwest or Rocky Mountain area. Two years college. Married. Sick of big city life. Audition disc available immediately. Charles Bernard, 109-13 Jamaica Ave., Richmond Hill 18, New York.

Assistant station manager. Experienced announcer, program director, writer. University graduate, business background. Veteran. Stephen M. Coleman, 732 Bittersweet Place, Chicago, Ill. Bitt. 7460.

Salesman—Ex-Navy lieutenant, 27. Lawyer, excellent appearance, personality. Limited professional radio selling, but other selling and advertising agency experience. Amateur announcing, dramatics and production. Richard N. Meltzer, 2141 East 27 St., Brooklyn 29, New York.

Experienced announcer, desires permanent position in New England area. Will consider offers elsewhere. Background includes general studio routine, newswriting, commercial copy writing. Excellent on record and public event shows. Veteran, personable, twenty-six, married. Available for personal interview within five hundred miles of Boston. Write Arthur J. Scott, 384 Blue Hill Ave., Roxbury, Mass.

Engineer, 1st class, 38 years, single, 24 years experience, specializes repair and installation of broadcast station equipment, also as chief engineer several net stations. W. V. Rockefeller, Wood River, Nebraska.

First class technicians available, some experienced in broadcasting. This is the former Midland Radio School with same management. Jerry Taylor president. Training period is one year and improved through our experience training 23,000 enlisted personnel. Our graduates can prove their value. Contact C. L. Foster, Central Radio School, 1644 Wyandotte, Kansas City, Mo.

Taxes—Certified Public Accountant, specializing in tax returns. Will oblige at your convenience. S. Cohen, Wisconsin 7-4056, 1441 Broadway, 19th Floor.

Situations Wanted (Cont'd)

Attention, station managers! Veteran married, sincerely interested radio announcing. Studied School Radio Technique, Radio City, New York. Experience announcing, newscasting, copywriting, radio acting; narrator, OPA series; with KNOE Louisiana. S. Kneidel 486 Shepherd Ave., Brooklyn, N. Y.

Sales—Ex-Navy man—30, married. years radio experience on commercial shows. Would like connection with station or agency selling time or talent. Robert J. Krumenacher, RR #2, Barrington, Ill.

Announcer, newscaster and actor. Write, edit news. Specialty commercials. Five years experience. Excellent—NBC (NY) audition. Veteran, 30, family man, college grad. All offers considered. Transcription, photo available. Bernard Dilson, 400 Cornelia St., Ridgewood 27, N. Y.

Sports announcer—8 years experience, play by play, basketball, baseball, football, special events, ad lib. 3 years announcing for AAF. Age 34, married. Lew Lowry, 6241 North Winthrop Ave., Chicago 40, Illinois.

No artist—Just efficient, conscientious worker, proven ability. Veteran, 23. Army Public Relations (Army Hour, etc.). Civilian; announcing, programming, 3rd phone. Prefer small-medium station, college town. Available March 10th. Sgt. Carl J. Hall, P. O. Box 281, Venice, Fla.

Producer-announcer. Broad program experience four years. Three years entertainment director Army Special Service including radio work. Excellent recommendations; initiative; sincerity. Discharge in February. Age 24. Don Whitman, 12741 Birwood, Detroit.

Announcer—salesman for growing small station. Desire work into business-sales managership. Sales experience—limited announcing experience—good voice personality. Ex-Navy Lieut.; 29, advertising degree. Box 906, BROADCASTING.

Program director-announcer, replaced by returned veteran, is now available. Fifteen years experience every phase of radio. Excellent newscasting, ad lib, special events. Qualified in sales programming and management, commercial copywriting. Married, family. Box 905, BROADCASTING.

Experienced radio merchandising salesman—Previously with large station. Prefer connection in Manhattan. Drug and grocery merchandising. Veteran. Alvin Gross, 227 W. 46 St., New York City, Circle 6-4680.

College graduate—Speech, dramatics, radio. Veteran, 29. Write, act, direct, announce. Directed stage shows overseas. Thorough radio schooling in workshops, two stations, universities. Invaluable all-around man. Will go anywhere. Edward C. Benfield, 15 Cambridge St., Rockville, Centre, N. Y.

Promotion manager of leading clear channel station desires change. Seven years top-flight radio experience in New York, Chicago. Well-versed in sales, FM, television, management. Married, 31, veteran. Box 902, BROADCASTING.

Ex-Red Cross girl desires permanent position with small, progressive station west coast. Educational and children's programs; writing; production; public relations. 3 years small station experience. Box 812, BROADCASTING.

REWARD!!

The future employer of this man will be rewarded with top-flight executive leadership.

- **LOYAL**
- **EXPERIENCED**
- **EFFICIENT**
- **RARIN' TO GO**

MANAGER, SALES-MANAGER or combination position will be considered. Important requisites are permanency and future.

BOX 881
BROADCASTING

Replies held in strictest confidence.

WGST GETS FURTHER LICENSE EXTENSION

FURTHER extension to March 18 of the temporary license of WGST Atlanta was granted by the FCC last week to permit completion of examination of the station's new application filed in compliance with a Commission decision last November.

The station, owned by the Georgia School of Technology, had been given a temporary license until Dec. 18 to file an application showing that it is no longer bound by a management contract calling for payments of 15% of its gross income [BROADCASTING, Nov. 19]. These payments were made to group composed of Sam Pickard, former CBS vice president and member of the old Federal Radio Commission, and Clarence Calhoun, an Atlanta attorney.

It was explained at the Commission that pressure of work has prevented full examination of the application to determine whether the station has freed itself from the contract and that extensions to the temporary license have been granted from time to time.

Situations Wanted (Cont'd)

Veteran wants salesman or station manager job; 2½ years experience as assistant office manager, WBBM, Chicago. Prefer midwest. Vincent A. Rosciglione, 6738 N. Talman Ave., Chicago 45, Ill. Amb. 0964.

Young veteran, writer of MacArthur's Daily Communique, former editor, copywriter and publicist, desires position on minimum salary-training basis with reputable radio network or station. College man, widely traveled. Best of references. Jay W. Jensen, Millbrooke Farm, Bealeton, Va.

Wanted to Buy

Cash for good used console for small 250 watt operation. Also, similar equipment. Box 854, BROADCASTING.

Wanted—All items for 250 watt station. Write or wire description price, availability. Purchaser an engineer. Austin A. Harrison, 507 North Wall Ave., Joplin, Mo.

Wanted—RCA 46-B Mixer, any condition. Premier Radio Enterprises, Inc., 3033 Locust St., St. Louis 3, Mo.

Cash for good used 250 watt radio station equipment. Everything you have on hand. Box 903, BROADCASTING.

For Sale

For sale—Highest offer takes a new Kluge 250 watt transmitteer in original box, complete with tubes and crystal. Box 890, BROADCASTING.

A 250 watt local station in one of the nation's leading retail markets with plenty of ground for expansion to FM, etc. Will be offered for sale soon. Box 897, BROADCASTING.

For sale—(1) one vertical reproducer head, Western Electric—type number D-93306. Not used since reconditioning by Western Electric. WTBO, Cumberland, Maryland.

RCA 50-watt power amplifier, four channel voltage amplifier and mixer, all mounted in RCA cabinet with blank panels. Four microdyne 500 ohm pickups and sixteen inch tone arms, two Presto feed screws. One Audak recording head. J. Herbert Orr, Box 389, Opelika, Ala.

For immediate sale—One used 250 watt RCA transmitter in good condition. Box 908, BROADCASTING.

Presto Transcription table 10-A chassis with P L 20 Brush pick-up, used in Marine Corps, in 3-A cabinet, $125.—cash. Call Mr. Bial, WOodley 6799 from 10 A.M. to 12 noon or DIstrict 8822 from 3:30 P.M. on.

Miscellaneous

Gags! Comedy! Free catalog. Box 616, BROADCASTING.

COHEN'S FAITH IN RADIO PROVED

Jacksonville Merchant Builds Theatre To House Monday-Friday Program

SO RADIO-MINDED is Cohen Bros. department store in Jacksonville that not only does it have a half-hour five-day weekly live show on WMBR, but it also has built a completely modern radio theatre within the store.

Theatre is equipped with acousticon sound-proofing, a stage that will accommodate a 9-piece orchestra, seating capacity of 120 and numerous spot lighting effects. It is believed to be the first to be constructed in a department store.

The program, *Styles in Tempo*, combines fashion notes with musical numbers, and is heard Monday-Friday, 11 a.m. At first the show was a 15 minute sustainer. It proved so popular with Jaxons that the Cohen store purchased it as a half-hour program. Then introducing progressive idea, Col. R. L. Seitner, vice president and general manager of the store, directed that a radio theatre be built to house the program—sparing no expense.

WMBR has gone all out to get as versatile and as good talent as possible. The cast consists of but five people, but each doubles (sometimes triples and quadruples) in brass so much that listeners think the cast is formidable.

During the six months that the show has been on the air, the audience has grown so interested that WMBR and Cohen's have decided to introduce audience participation in the near future.

New York Schools of Future Will Have At Least Four Telecast Receivers Each

IN THE BLUEPRINTS for the 72 school buildings which are planned for New York within the next five years are provisions for four television receivers for each school, Edward Stasheff, in charge of television activities for the city's board of education, told the American Television Society in New York.

Expressing determination that the city's education forces should not "miss the boat in television as we did in radio," Mr. Stasheff pointed out that radio was not adopted by the city schools until about eight years ago and got out of the "stepchild stage" only two or three years ago. Work in television is already under way.

Schools to Get Sets

Video set manufacturers have promised to lend three sets to the schools this spring, he said, for try-out purposes. One will be located at Brooklyn Technical High School, where the board of education broadcasting station, WNYE, is also located and where the classes in radio engineering and dramatics are also held; the other receivers will be put into the best and the poorest schools from a standpoint of reception. Sets will be rotated at three-month intervals to permit educators to observe the operation of each set in each type of location, he said, and to help them determine the type of receiver to be bought for school use.

Not only New York but a number of other cities, including Chicago, Philadelphia, Cleveland and St. Louis, are vying for video leadership in the classroom, providing a nice market in itself for set manufacturers, to say nothing of the value as a demonstration place for television to youngsters.

In addition to learning about the receivers, the New York educators hope to learn about educational programs being telecast, which types are most valuable to the classroom and, most important, what the teacher must do to integrate the program into the class's curriculum. The sound-film transcriptions of video programs now being developed by Du Mont should prove a boon to educators, Mr. Stasheff opined, as they will provide a chance to repeat at class time programs aired during evening hours.

Training classes for teachers in the use of television will be established next year, Mr. Stasheff reported. English and speech teachers, who will find video dramas excellent material for classes to observe, copy and criticize; social science teachers, who by television can take their classes to historic events as they happen, and science teachers, for whom television will be both a means and a subject for study, will probably make the widest use of television, he predicted.

No Station Spon

Pointing out that the New York schools are not apt to have their own video station in the foreseeable future, Mr. Stasheff said that meanwhile they will cooperate closely with the city's commercial telecasters.

These programs, he said, were an outgrowth of the radio classes started at Brooklyn Tech two and a half years ago at the suggestion of NBC, which cooperated in setting up the courses. The technical courses include theory of radio, broadcast management and sound recording and have as their final exam the FCC exam for operators licenses, so each student passing the course also obtains his license to operate a broadcast transmitter. The program courses include script writing, acting and production, which this term will be expanded to cover video as well as straight radio techniques.

George Clark Honored On Retiring From RCA

GEORGE H. CLARK, member of the RCA department of information and associated with RCA since its formation in 1919, was guest of honor Feb. 19 at a dinner in New York marking his retirement from active service. A graduate of M. I. T., Mr. Clark is the inventor of numerous radio devices. In 1912 while working for the Navy Dept. he compiled for the Dept. of Commerce the first list of questions for use in examining candidates for wireless operators.

Mr. Clark was elected president of the Veteran Wireless Operators Assn. in 1935 and in 1941 he was awarded the Marconi Memorial Medal of History. He is a charter member of the Institute of Radio Engineers.

BMB Adds Six

SIX MORE station subscribers to BMB have raised the total to 636 stations. Newcomers are KDNT Denton, Tex., KROD El Paso, WSYB Rutland, Vt., WJHL Johnson City, Tenn.; KTMC McAlester, Okla., and WBRW Welch, W. Va. BMB technical research committee meeting Feb. 18 reaffirmed its earlier decision to limit station audience reports to counties and cities in which the station audience represents 10% or more of total radio families.

Export Meeting

EXPORT MANAGERS CLUB of New York will hold its 26th annual meeting March 19-20 at The Hotel Pennsylvania. Luncheon session on advertising is scheduled for March 19 in cooperation with the Export Advertising Assn.

CLOSE 'CLOSER-UPS'

Inform Public on Trends Left And Right

URGING his listeners to "take up the battle for America again," Upton Close opened his new series on Mutual last Tuesday by contrasting "the leftist trend which wants to turn yet further left toward more control of everything by bosses," and the "trend toward the right, toward more individual freedom of men and women to follow their own bents and take their own chances, to work and spend and think as they please."

The "purpose of the program," Mr. Close declared, "is to call the public's attention to this situation."

National Economic Council, sponsor of the weekly series, briefly identified itself as "an organization supported by Americans, to uphold the American way of life," and offered listeners a copy of the script of the broadcast and information about Mr. Close's newsletter *Closer-Ups*.

Mutual received several protests on the series from opponents of Mr. Close's views. First broadcast was carried by 50 to 60 stations, the network reported, with some non-MBS affiliates substituted.

AGENCIES

GLENHALL TAYLOR, in charge of Hollywood office and supervisor of all Pacific Coast radio activities of Young & Rubicam, has been appointed agency vice president in charge of Y&R national radio division. Mr. Taylor joined agency in 1937 and has been associated actively with production of sponsored programs. He has been in radio since 1922.

JOSEPH R. JOYCE, recently a lieutenant commander in the Navy and formerly advertising and sales promotion manager of Whithead Metal Products Co., has joined Hill Adv., New York, as account executive.

JAMES A. KIRKMAN Jr., former assistant manager of consumer yeast products for Standard Brands, has been appointed director of food product merchandising for Ivey & Ellington, New York. Mr. Kirkman was formerly general sales manager of Gottfried Baking Co. and sales manager of the grocery division of Sweets Co. of America.

A. W. FARGO Jr., after five years of service in the Navy from which he has been released as a lieutenant commander, has rejoined Charles W. Hoyt Co., New York, as assistant to the president.

MARIE E. BREEN, who formerly operated station representative agency of that name in New York, has joined The Stonewall Agency, New York, as account executive.

WALTER GROSVENOR has been appointed Cleveland account executive by Beaumont & Hohman, Chicago. He served in Army for four years.

CLEM KOHLMAN, released from active duty as lieutenant commander in the Navy, has joined Grey Adv., New York, as account executive.

JO LYONS of the radio department of BBDO New York, is conducting a course in television programming at New York U. Guest speakers appearing before class will include **GENE KUHNE**, J. Walter Thompson Co., and **TED FRENIER**, Metropolitan Television.

MARVIN S. CORWIN, released from the Army as lieutenant, has returned to Grey Adv., New York, as radio and television director.

HELEN LEE VAN WICKLEN, Newell-Emmett Co., New York, copywriter, is the mother of a girl.

ROSEMARY CLAFFEY, member of the radio department of Newell-Emmett Co., New York, is recovering from an appendectomy.

DOUGLAS STAPLETON, radio commercial copywriter of Newell-Emmett Co., New York, has married **DOROTHY TUCKER ADEN**, radio copy chief of Grey Adv., New York.

JIM BISHOP, publicity director of Hixson-O'Donnell Adv., Los Angeles, has been promoted to public relations director.

MELROSE C. BURNETT, formerly with the advertising staff of May Co., has been appointed production director of The Shaw Co., Los Angeles.

BERT JULIAN, former program director of WIBC Indianapolis, has been named vice president of Gwin Adv., Indianapolis, to supervise radio production and promotion. He most recently was with WISH Indianapolis.

KLITTEN & THOMAS Adv., Los Angeles, has moved to its own building at 2614 W. Ninth St. Telephone is Drexel 8396. **JOHN RAMSEY**, formerly of Holden, Clifford, Flint, Detroit, has joined agency as copy chief. **I. SOMERVILLE** has been added to art and layout department. **C. O. PARSONS**, production manager, has resigned to freelance.

SOON!!

50,000 WATTS

(Day and Night)

KOMA

OKLAHOMA CITY'S
CBS STATION

National Representative
Free & Peters, Inc.

ROBERT RHODES, former Warner Bros. publicist, has joined Smalley, Levitt & Smith, Los Angeles, as head of public relations news bureau.

BILL MORROW, out of the Army, has been named account executive of Burton Browne Adv., Chicago. He previously had been copy chief for agency.

GEORGE KERN, released from the Army as lieutenant colonel after service of three and a half years, has returned to Benton & Bowles, New York, as chief timebuyer. For 30 months he was on staff of General MacArthur, moving from Australia, New Guinea, Philippines and Japan as executive officer of special service section.

Mr. Kern

JOHN W. McGUIRE, who was awarded the Legion or Merit for his service as AAF colonel with 8th Bomber Command, has joined the New York office of Ruthrauff & Ryan as account executive. Before the war he was advertising manager of Atlantic Coast Fisheries and a marketing executive with Benton & Bowles.

MARTIN P. VORBERG, released from the Army as lieutenant colonel, has joined Compton Adv., New York. Before entering the Army he was account executive on the De Soto account for J. Stirling Getchell Inc., New York.

JIM BOURKE has returned from service with the Navy to post of radio publicist for Foster & Davies, Cleveland.

DR. LEON ARONS, after active duty as a psychologist for the U. S. Navy with rank of lieutenant commander, has joined William H. Weintraub Co., New York, as director of research. Prior to Navy service he was engaged in psychological and social research.

HUBBELL ROBINSON Jr., vice president in charge of radio, Foote, Cone & Belding, New York, is author of "A Dog's Best Friend" in March issue of Esquire.

PHILIP T. FARNSWORTH, who served as intelligence officer on the staff of Admiral Nimitz with the rank of lieutenant in the Navy, has been appointed manager of the San Francisco office of Abbott Kimball Co. Before the war he was advertising manager of the Redwood Association of America.

LEO BURNETT Co., New York, has opened West Coast service office at 411 W. Fifth St., Los Angeles, with **OWEN B. SMITH** in charge as manager. Telephone is Mutual 5167.

JACK BURNETT, publicity director of Foote, Cone & Belding, currently is in Hollywood conferring with **GREGORY DICKSON**, agency's West Coast publicity director, on campaign plans for Hollywood originating network programs.

RAYMOND POLLEY, production manager of Sterling-Krippene Inc., Los Angeles agency, has shifted to Lockwood-Shackelford Adv., Los Angeles, in similar capacity.

CECIL B. MARK, account executive of The Mayers Co., Los Angeles, has shifted to Robert F. Dennis Inc. in similar capacity. **DAVE LAMBERT** has joined the latter agency as assistant production manager.

GRETCHEN THOMPSON has been appointed copy chief of The Tullis Co., Los Angeles agency.

MURRAY D. DRUCKER, formerly in radio production department of Young & Rubicam, New York, and recently discharged from Navy with rank of lieutenant commander, has been placed in charge of radio production for Garfield & Guild, Los Angeles office. **CLARENCE H. STAHL** has joined agency as Los Angeles art director.

ROY C. MADDEN has been named manager of the Montreal office of Kenyon & Eckhardt.

BOB STEPHENSON has been assigned assistant production duties for Foote, Cone & Belding on NBC "Bob Hope Show."

JANICE CONWAY, former advertising director of Kay Daumit Cosmetics, Chicago, has joined Garfield & Guild Adv., San Francisco, copy staff.

WILLIAM R. LAWLER, formerly with Kudner Agency, has been appointed production manager of Frank H. Kaufman & Co., New York.

HERBERT A. MORSE has been appointed manager of the sales promotion department of Federal Adv., New York.

B. ROBERT RAND, business manager of Spadea Adv., New York, has been promoted to secretary-treasurer.

MILTON SUTTON, former feature writer for Army News Service, is new addition to the creative staff of Zlowe Co., New York.

ROBERT C. WHITEHEAD Jr., released from the Marine Corps, has joined Bogner & Martin, New York.

LIEUT. COMMDR. HOWARD J. MURFIN, on terminal leave from the Navy, has rejoined Doremus & Co., New York.

LANGLEY C. KEYES has resigned from Alley & Richards Co., Boston, to become vice president of Harold Cabot & Co., Boston.

LEROY V. BERTIN, out of armed services, has rejoined Gunn-Mears Adv., New York, as account executive and production man. **BEN BUTLER** and **SHELDON ISRAEL**, also released from service, have returned to the agency's accounts and credit department. New account executive is **LEWIS J. EARLE**, formerly with The Detroit Times.

HOWARD MENDELSOHN has been added to the copy staff of Ellis Adv., New York.

GEORGE S. BIRDSONG has rejoined G. Lynn Summer Co., New York, as account executive.

GEORGE BERNARD is new member of the market research department of G. M. Basford Co., New York.

HOWARD W. CALKINS has been elected a vice president of Albert Frank-Guenther Law, New York. He joined agency last November, previously had been with New York Times for 10 years.

RUDYARD C. McKEE, former advertising manager of Standard Oil Co., has joined Needham, Louis & Brorby, Chicago, as account executive. He served for four and a half years in Navy in both European and Pacific theatres, was released as lieutenant commander. While in Navy he acted as executive officer of training division which supervised photographic history of naval aviation.

EARL BRONSON, for four years ABC senior producer, has joined Schwimmer & Scott, Chicago, as producer. While with ABC he directed and produced "Breakfast Club," "Breakfast in Hollywood," "Spotlight Bands."

GEDDES CARRINGTON has joined Hill Blackett & Co., Chicago, after release from Marine Corps.

MURRAY C. PACKARD, former head of the statistical department of Petrolagar Labs., Chicago, has been appointed media director of Behel & Waldie & Briggs, Chicago, after four years in the Army.

JAMES W. YOUNG, chairman of the Advertising Council and senior consultant for J. Walter Thompson Co., has been awarded gold medal by the Annual Advertising Awards Jury for "distinguished services to advertising during 1945."

KENNETH A. KRENTEL, formerly with Day & Zimmerman, has been appointed vice president and general manager of Robert F. Branch Inc., New York.

HARRY J. CAMPBELL, released from the Army as captain, has been named an executive in the new business department of Abbott Kimball Co., New York.

WILLIAM GLICKSMAN, resigning from Foote, Cone & Belding, has joined Alvin Gardner Co., New York, as account executive.

GLEN JOCELYN, for 18 months in service as cryptanalyst in AAF Intelligence and with public relations unit of Army Airways Communications System, has been appointed to the copy staff of Dancer-Fitzgerald-Sample, Chicago. He will assist on Procter & Gamble account. He previously had been director and vice president in charge of creative work for LaRoche & Ellis.

ALBERT NERONI, former assistant advertising manager of Anaconda Wire and Cable Co., has been appointed account supervisor at Ben Sacheim Inc., New York.

GENE DAVIS, former Marine Corps captain, has been elected vice president and art director of LaRoche & Ellis, New York.

KLAU-VAN PIETERSOM-DUNLAP ASSOC., Milwaukee, and Liller, Neal & Battle, Atlanta, Ga., have been elected to membership in American Association of Advertising Agencies.

CHARLES H. LILIENFIELD, released from the Marine Corps, has been named account executive of Schwimmer & Scott, Chicago. He previously had been in charge of sales promotion and advertising for National Tea Co.

LEWIS G. VAN AKIN, treasurer of Anderson, Davis & Platte, New York, has been elected vice president and secretary of the agency. Succeeding him as treasurer is **HAROLD M. THURLBY**, who also heads firm's research department.

JOHN A. CAIRNS & Co., New York, partnership since formation in 1939, has been incorporated.

L. RICHARD GUYLAY & ASSOC., New York, has moved offices to the International Bldg., 40 Rockefeller Plaza.

ROBERT M. McCLUNG has joined the copy department of McCann-Erickson, New York, after nearly five years as a Navy flier. He was released as lieutenant commander.

SAMUEL L. FREY, recently out of service and previously with McCann-Erickson and Pedlar & Ryan, has joined Doherty, Clifford & Shenfield, New York, as assistant director of media.

ARTHUR M. JONES Jr. is now copy chief of the Boston office of Alley & Richards Co., New York.

JAMES BRADBURY, released from the armed forces, has rejoined Beaumont, Heller & Sperling, New York, as artist.

M. TIETLER has been promoted to comptroller of production services by Dorland International-Pettingell & Fenton, New York. **BEATRICE BLAIR** is promoted to assistant manager of production and **MARY SHAUNTY** is named administrative assistant to the president.

MOSER & COTINS, New York, has changed agency name to Hicks & Greist Inc., organization remaining unchanged.

EMIL HOWALD, former major in Army Intelligence, has been added to the copy staff of Presba, Fellers & Presba, Chicago.

VINCENT R. VASSOLO has joined the copy department of Roche, Williams & Cleary, Chicago.

Stations Honored

NEW YORK broadcasters are to be complimented for a "magnificent and outstanding job" in securing the cooperation of their listeners for the Victory Clothing Collection For Overseas Relief, according to Nelson A. Rockefeller, New York chairman of the drive. In addition to hundreds of spot announcements broadcast during the six week campaign, which produced almost three million pounds of donated clothing, stations also were thanked by Mr. Rockefeller for their "imaginative and dramatic presentation" of the drive in programs and interviews. Harry C. Levin, former OWI regional chief, was radio director of the New York committee, assisted by Gladys Bashkin, formerly with WNYC New York.

Address Advertising Forum

WALTER E. WAGSTAFF, general manager of KIDO Boise, Ida., spoke before an advertising forum jointly sponsored by the Boise Ad club and the Boise Junior College Extension Division. The subject of his talk was "Radio as an Advertising Medium." John A. Casstevens, account executive of KIDO, addressed the group on "Radio Copy."

WWNC, WLOL Granted 5 kw Fulltime

Two Texas Locals Upped, To 250 w Power; Hearings Set

INCREASED POWER for four standard stations was approved by a three-man board of FCC commissioners last Wednesday, while three applications for changes in facilities and two for new stations were designated for hearing. Earlier, the Commission en banc granted one change in frequency and set four other applications for hearing.

The board gave increases from 1 kw to 5 kw, fulltime, to WWNC Asheville, N. C., on 570 kc and WLOL Minneapolis on 1330 kc. WWNC will use directional antenna at night; WLOL, day and night. Two applications for increase from 100 to 250 w also were approved by the board: KIUN Pecos, Tex., on 1400 kc and KPDN Pampa, Tex., on 1340 kc. KPDN Manager John Michell said his station's increase would be put into effect yesterday (Sunday).

Change from 1270 to 600 kc was granted WPDQ Jacksonville, Fla., by the Commission on Feb. 15, it was announced Monday. The station continues to operate fulltime with 5 kw using directional antenna at night, but will install a new DA and ground system.

Designations by the board included the application of WGAC Augusta, Ga., seeking to change frequency from 1240 to 580 kc and increase power from 250 w fulltime to 5 kw day and 1 kw night.

The board also set three applications for hearing with others involving 550 kc: Atlantic Radio Corp., Boston, for a new station on 550 kc with 5 kw fulltime; WDEV Waterbury, Vt., to increase power on 550 kc from 1 kw daytime only to 1 kw fulltime; KOAC Corvallis, Ore. (non-commercial) to increase on 550 kc from 5 kw day and 1 kw night to 5 kw unlimited time, using directional antenna.

550 kc Consolidation

The Commission en banc on Feb. 15 had granted petitions asking that applications of WMOB Mobile, Ala., to change frequency from 1230 kc to 550 kc and increase power from 250 w to 1 kw, and of WKRC Cincinnati to increase power on 550 kc from 5 kw day and 1 kw night to 5 kw fulltime, be consolidated with other applications involving 550 kc which are being heard Feb. 25-March 8 in Washington.

Joseph M. Viana's application for a 250 w fulltime station on 1240 kc at Woonsocket, R. I. was designated for hearing in consolidated proceeding with other applications scheduled Feb. 27 at Waterbury, Vt., Feb. 28 at Norwich, Conn., March 1 at Woonsocket, R. I., and March 2 at Worcester, Mass. The Viana application will be heard, the Commission said, at further proceedings to be held in Washington on a date not yet specified.

The petition of WREN Lawrence, Kan., for a grant of the part of its application requesting permission to move from Lawrence to Topeka was denied. This application, including a request for authority to increase power from 5 kw day and 1 kw night to 5 kw fulltime with directional antenna, remains designated for hearing. WREN shares time with KFKU Lawrence on 1250 kc.

Amend for 620 kc

Virginia Broadcasting Corp., Roanoke, was given permission to amend its application for a new station so as to ask for 610 rather than 620 kc, with 1 kw fulltime, using directional antenna. The application was re-designated for hearing with applications involving 590 and 610 kc.

Petition to consolidate applications of John L. Plummer and I. K. Corkern, both requesting fulltime stations at Bogalusa, La. on 1490 kc with 250 w, for hearing with WLOX Broadcasting Co. and WGCM Broadcasting Co. applications for fulltime Biloxi stations on 1490 kc with 250 w was denied. The denial was without prejudice to applicants' right to petition to intervene in the Biloxi hearings.

The Commission granted the petition of WSVA Harrisonburg, Va. to amend its application for unlimited time operation by specifying 970 kc rather than 550 kc, on which WSVA is now authorized to operate as a 1-kw daytime station. The amended application was designated for hearing in consolidation with other applications for 970 kc.

FCC Board Grants Six Standard Stations Representing $125,000

SIX new standard stations representing initial investments of more than $125,000 were granted by an FCC Board of three Commissioners last Wednesday.

Kentucky Broadcasting Co., Lexington, Ky., was granted a new fulltime station on 1300 kc with 1 kw power, directional antenna at night. FCC Chairman Paul A. Porter did not vote.

Stockholders include Edward F. Prichard Sr. (20%), farm and dairy owner and cattleman, and member of Kentucky legislature. He is father of E. F. Prichard Jr., new general counsel of the Democratic National Committee and a member of President Truman's unofficial "strategy board" and former assistant to Secretary of the Treasury Vinson.

Other stockholders, also with 20% each: Philip P. Ardery, president, an attorney and Air Forces veteran; R. W. Keenon, stockholder and president of Ky.-Va. Stages of Va., vice president of Ky.-Va. Stages of Ky., and stockholder in other bus lines; Henry Prichard, son of E. F. Prichard Sr., recently discharged from the Army; Robert H. Moore, also an Army veteran. Installation of the Lexington station is expected to cost $46,750.

Walter W. Bankhead, prominent Alabama attorney, son of Sen. John H. Bankhead and himself a former Congressman (for a brief interim period in 1940 following the death of his uncle, former Speaker of the House W. B. Bankhead), was granted a construction permit for a new fulltime station at Jasper, Ala., to operate on 1240 kc with 250 w. Cost is estimated at $11,890.

Construction permit for a new station at Albuquerque, N. M., to operate on 1450 kc with 250 w, unlimited time, and to be built at a cost of $20,385, was approved for Rio Grande Broadcasting Co. Principal stockholder is Albert E. Buck (65%) who, with Merle H. Tucker, holds a CP for a new station at Gallup, N. M. Mr. Tucker has a 1.3% interest in the new Albuquerque station. Frank C. Rand, owner of 98.5% of New Mexico Publishing Co., Santa Fe, which is seeking a new local, owns 33 1/3%.

Harrison Broadcasting Corp., Harrison, Ark., received approval for a new 250-w station on 1240 kc, unlimited time. Cost was estimated at $17,143. Stockholders include President Dene O. Hester (30%), who is associated with Qualified Range Co., Belleville, Ill.; Roy Milum, vice president (30%), owner of an automobile agency; Robert S. Wheeler, secretary-treasurer (30%), Myers Milling Co.

A new station at Alexandria, La., to operate on 1490 kc with 250 w fulltime, was granted to Central Louisiana Broadcasting Corp. Eugene Levy of E. Levy & Co., electrical contractors, is president and principal stockholder (52%). Others include Paul A. Gilhan, of Alexandria Coca Cola Bottling Co. (16%), and Sidney B. Pierce, 30% owner of KALB Alexandria, who has a 10% interest in the new station. Installation cost was estimated at $14,800.

Carter C. Peterson, assistant secretary of the Georgia State Senate from 1932-37, in the Navy when the application was filed, was given a conditional grant for a 250-w fulltime station at Savannah, Ga., on 1450 kc. Cost will approximate $14,360. The conditions involve installation of approved equipment and approval of antenna by the Civil Aeronautics Authority.

WADC Challenges FCC WGAR Grant

Segal Says Action Contrary To Ashbacker Decision

FCC's new rules on the issuance of conditional grants for standard stations were described last week as providing "a system of loopholes" by which attempts may be made to avoid requirements expounded by the Supreme Court in the Ashbacker-Fetzer decision, which ruled that hearings must precede action on mutually exclusive applications.

The attack was contained in a motion and supporting brief prepared by Paul M. Segal of Segal, Smith & Hennessey, Washington law firm, in behalf of Allen T. Simmons requesting the Commission to set aside its conditional grant of WGAR Cleveland's application to increase power from 5 to 50 kw on 1220 kc [BROADCASTING, Feb. 11].

FCC Language Challenged

Mr. Simmons, licensee of WADC Akron, had applied for a change from 1350 to 1220 kc and increase in power from 5 to 50 kw. WGAR's application was conditionally granted, pending a hearing on the two, under a Commission rule providing that such conditional grants may be made where it appears that the competing application was not filed in good faith. The Commission asserted the WADC application was "substantially the same" as an earlier WADC application which was denied.

Mr. Simmons' brief contended that the FCC had not charged that the WADC application actually was filed to hinder the WGAR application but only that it "may have been" so filed; that the charge is unfounded, and that such "quasi-defamatory language of a tenuous and unsubstantiated character . . . from official sources, can be harmful indeed." The brief also maintained that WADC's present application is free of "technical defects" which resulted in the earlier application's denial, and that the Commission's conditional grant to WGAR violates certain parts of the Communications Act and the standards of the Ashbacker case.

WGAR plans to start work immediately on installation of the 50-kw plant, at an estimated cost of $350,000 to $400,000. WADC claimed that "no perfunctory 'condition' attached to such an entity will upset it, once established."

Mr. Segal argued the Ashbacker case before the Supreme Court.

Pollack Is Full Owner

BEN POLLACK has become full owner of Jewel Record Co., Hollywood, having purchased interests of his partners, L. Papworth and E. Wetterhahn, for an undisclosed sum. Mr. Pollack also is owner of Crossroads Music Co.

Coast Recording Club

HOLLYWOOD SAPPHIRE CLUB, consisting of recording technicians and supervisors, has been organized for purpose of discussing mutual problems and for interchange of information.

At Deadline...

NEW 50 KW TRANSMITTER BIDS TO BE OPENED

WAR ASSETS Corp., new U. S. agency selling surplus war property, this week opens bids on new 50 kw RCA transmitter (50E Class B High-Level Modulated, with conversion kit for 50F, latest type). Sale being conducted by WAC regional office, Richmond Trust Bldg., Richmond 19, Va., R. C. Tutwiler, supervisor electrical equipment sales.

Some 50 have inspected transmitter at Rosslyn, Va., across Potomac from Washington, first announced in Nov. 26, 1945, BROADCASTING. After WAC opens bids, tentatively scheduled Feb. 28, veterans who have submitted priority certificates from Smaller War Plants Division of WAC will have opportunity to meet highest bid.

Understood RCA is willing to modernize transmitter and make any routine repairs necessary. Job originally built for OWI to be used in South America.

CLOSE BBC N. Y. PRODUCTION

BBC has closed its New York production department which produced *Chisholm Trail*, *Green Pastures*, and other programs broadcast in England to explain America to the British. Roy Lockwood, manager, and Carol Bulkley, assistant, have left BBC.

MAINE RADIO News Service, originated by WLBZ Bangor, has been extended to serve listeners of the Maine Broadcasting System including WRDO Augusta, WCSH Portland. An editor for the Service will be added in each of the two cities.

Closed Circuit

(*Continued from page 4*)

isfied NAB now has right direction and leadership.

STRENUOUS effort will be made this year to elevate Alfred I. duPont Radio Awards Foundation to top of awards heap. Citations will be made from New York March 9 over ABC and possibly other networks. Top committee includes such names as Dr. Francis P. Gaines, president, Washington & Lee U., chairman of selection committee; Rt. Rev. Henry St. George Tucker, presiding bishop of the Episcopal Church; Mrs. LaFell Dickinson, president, General Federation of Women's Clubs, and M. H. Aylesworth, first president of NBC, as well as Mrs. duPont.

UNKNOWN generally to anyone except "inner circle" is mediation work of former FCC Commissioner T. A. M. Craven, NAB observer at NARBA Conference. As head of U. S. delegation in 1937 Comdr. Craven played important part in drafting original NARBA. Cubans like him. To his unofficial intervention (entirely off-record) can be attributed much in efforts to reach accord with Cuba.

WHAT every broadcaster knows and what the FCC didn't show in its survey on employment of musicians last year, is that total number hired is vastly in excess of FCC figure. NAB survey of musician hiring, now nine-tenths complete, will show figure that will make FCC's 2,220 total look silly.

ATLAS CORP. DENIES ATTEMPT TO SALVAGE ASSOCIATED LOAN

ATLAS CORP. executives were busy last week denying reports they were ordering transcontinental lines or otherwise preparing to salvage $150,000 lent last fall to Associated by financing a revival of network. Investment company also last week issued its annual report, showing the "indicated asset value" of its common stock as approximately $34.14 a share on Dec. 31, 1945, up from $21.98 end of 1944, with further rise to $38.12 by Feb. 15, 1946. Company's radio holdings include 14,200 shares of CBS "A" stock and 3,500 shares of CBS "B", valued at $797,375.

WBS OFFERS ROYALTY FEE SYSTEM TO STARS

WORLD BROADCASTING SYSTEM is offering to pay top radio and movie stars for a transcribed package series on a royalty or percentage basis instead of usual flat fee. Inducement is a saving on income taxes, as return would be spread over total period of use of the recorded programs rather than lump sum payment at time discs are cut. Talent's pay would also be larger under royalty plan, World expects.

Herb Gordon, manager of production and programs for World, said he is negotiating with networks as well as talent on plan to use World shows on networks. "Mutual," he said, "will accept transcribed programs now and other networks may break down and use them because the calibre of these shows with top names will be so great."

PORTER'S BUSY EXIT

IT WAS another big week for FCC actions as Paul A. Porter retired as chairman after 14 months in office. He was sworn in as FCC chairman Dec. 20, 1944, and confirmed by Senate as OPA Administrator Feb. 21, 1945.

Week saw approval of station transfers involving approximately $2,500,000, including sale of WFIL Philadelphia and controlling interest in KMTR Los Angeles.

Seven FM conditional grants were issued and four applications designated for hearing. Construction permits were granted for six new standard and increased power authorizations given four stations. Nine other standard applications set for hearing.

Stories on FCC activities last week follow:

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People

BARRY FARIS, editor in chief of Intern tional News Service, will be guest speaker Celebrity Luncheon of Advertising Club New York Feb. 27.

DOROTHY DAY, director of women's pr grams at WINS New York, will be m.c. AWVS "Share the Food" shower Feb. 28 New York.

CAPT. JACK MOHLER, out of Army after 3 years, returns to WOR New York sales sta handling Newark, Philadelphia, Baltimore an Washington advertising.

TOM DEHUFF, with NBC advertising an promotion department before service wi Army military intelligence, joins advertisin department of Consolidated Edison Co., Ne York.

CHARLES O'NEIL, formerly with Trac Kent & Co., New York, now with Donovan Thomas, New York, as director of mercha dising and copy.

PAUL M. WINSHIP, released from Mari Corps, joins the copy staff of Merrill Anders Co., New York.

WAYNE R. ANDERSON, released from Arm as captain after five years' service, is prom tion and publicity director of KDON Monter Cal.

JOHN F. HOULIHAN Jr., released from Nav as lieutenant, joins Houlihan Adv. as accou executive in Oakland, Cal., office.

HAMPTON W. HOWARD, formerly with I structional Films Inc., New York, has form Hampton W. Howard Inc., 110 E 125 St., Ne York, to act as motion picture and televisi counselor to advertisers and agencies.

PAUL HAVENS, chief announcer at WG Fort Wayne, Ind., promoted to program d rector.

GUY CAPPER, formerly account executi in ABC spot sales department joins sales sta of WHN New York.

W. GLENN WALSER, out of Navy, rejoi NBC Central Division promotion staff March

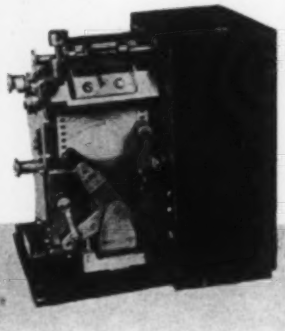
HOLLYWOOD 'BREAKFAST' TOPS CAB DAY RATING

LEADING WEEKDAY daytime program CAB measurements for past five years, *Brea fast in Hollywood*, still was on top in late survey for two-week period ending Feb. 1 *One Man's Family* led daytime weekend pr grams. Ratings of leading daytime sho were: *Breakfast in Hollywood* (11:15 a.m. pr gram) 8.3, *Breakfast in Hollywood* (11 a. program) 7.8, *Pepper Young's Family* 7.2, *M Perkins* (CBS) 7, *Big Sister* 6.6, *Kate Smi Speaks* 6.6, *Stella Dallas* 6.5, *Breakfast Cl* (9:30 a.m. program) 6.4, *Our Gal Sunday* 6. *Romance of Helen Trent* 6.4, *Lorenzo Jones* 6. *Right to Happiness* 6.2, *Young Widder Bro* 6.2, *Portia Faces Life* 6.1, *Breakfast Club* (9: a.m. program) 6, *Front Page Farrell* 6. Leadi weekend programs (Saturdays from 10 a.m. 6 p.m., Sundays from 1 p.m. to 6 p.m.) we *One Man's Family* 9.6, *Shaeffer Parade* 8. *Westinghouse Program* 8.2, *Electric Hour-Nelson Eddy* 8, and *Gene Autry Show* 7.9.

more information

about listening in the WLW Merchandise-able Area . . . more accurately measured by the

NIELSEN RADIO INDEX



What is this . . .

NIELSEN RADIO INDEX

Nielsen Radio Index is a method of audience measurement by means of the Audimeter, a mechanical recorder installed in radio sets in selected homes throughout the area. This device charts tuning against time, and produces a record of every minute of every day. From this record, representing the listening of a stratified cross-section, every type of audience measurement information is available. NRI has been in operation for the past five years and has been accepted and used by most major advertisers, agencies and radio networks.

● Because WLW-land is a big, BIG market, it is important to every advertiser to know how well he is covering that market with his radio advertising ● Recognizing this increasing need for more FACTS, the Nation's Station, in the Fall of 1945, engaged the A. C. Nielsen Co., to record and tabulate, by means of Nielsen audimeters, properly distributed in parallel with U. S. Bureau of Census figures for the area, a continuous record of all radio listening in the WLW Merchandise-able Area ● In addition to the usual measurements of Homes Using Radio (sets-in-use), Average Audience and Share of Audience, for every quarter-hour from 6 A.M. to midnight, for every day of the week, WLW now offers additional yardsticks, such as Total Audience (percentage of total radio homes that heard any part of a program) and Holding Power (the ratio between Total Audience and Average Audience, in percentage of total minutes of listening) ● And besides this regular information, WLW now can show you much more general information about coverage, circulation, penetration . . . about the relative audiences of individual stations and groups of stations in this area . . . about total minutes of listening . . . about frequency of tuning to WLW and to other stations and groups ● All this, and more, is available now through the Nielsen Radio Index, separately tabulated for the WLW Merchandise-able Area, to help you plan your radio advertising in this big, BIG market more intelligently and more effectively.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION